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Automotive News

NEWSPAPER

JULY 20, 1992

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late news

BMW shifts Flesher to S.C.

NEW YORK — BMW AG plans to announce today that Carl W. Flesher Jr., the marketing boss at BMW of North America Inc., will become vice president of public relations for the automaker's South Carolina assembly plant.

He will join construction and manufacturing engineers from the parent company as the first managers at the plant, which is scheduled to open in 1995.

For the last five years, Flesher has been vice president of marketing for the U.S. subsidiary. He has been with BMW for 17 years. The U.S. marketing group will now report to Victor Doolan, vice president of sales and marketing.

Flesher will report for now to Helmut Panke, director of corporate planning at BMW AG in Munich. He will be a member of the permanent plant organization once the rest of the team is in place.

— *Jim Henry*

UAW unaware of Lopez plan

DETROIT — UAW officials say they are unaware of any specific General Motors proposal to use laid off

see LATE NEWS, 2

'93 price hike looks like 3%

Ford takes lead on moderate rise

JOHN K. TEAHEN JR.
Senior Editor

Ford Motor Co. last week presented a preview of the auto industry's price increases on 1993 cars and light trucks.

If Ford has guessed right, 1993 cars will be about 3 percent higher than the final 1992 stickers after adjusting for year-to-year equipment changes.

Automotive News estimates that a 3 percent increase for the Big 3 would be about $525. The Big 3's introductory boost on 1992 models also was about 3 percent.

Chrysler Corp. lifted the curtain on the prices of its new LH mid-sized sedans last week, and Saturn checked in with a new coupe and two new wagons and hikes of $800 to $900 on its carryover sedans and coupe. Most of the boost resulted from making a driver-side airbag standard for 1993. It was $625 extra on 1992 Saturns.

1993 PRICES

CHECKING THE '93 STICKERS

LH prices mirror Taurus ➤ 3

Ford hikes car prices 2.9% ➤ 3

Saturn set prices ➤ 25

Aside from Saturn and the LH cars, General Motors and Chrysler Corp. have not priced any 1993 models. Ditto for the imports, except for 1993-designated cars that were introduced during the 1992 season.

Ford said its pre-introduction hike averaged 2.9 percent on the Ford Mustang, Tempo, Taurus and Crown Victoria; the Mercury Capri, Topaz, Sable and Grand Marquis; and the Lincoln Town Car and Continental.

The Ford Festiva, Escort and Probe and the Mercury Tracer and Villager were priced earlier; the Ford Thunderbird, Mercury Cougar and Lincoln Mark VIII will be priced later.

Ford didn't supply a list of equipment made standard for 1993, but it appears to average about $175 per car. *Automotive News* estimates Ford's increase at $505 on comparably equipped cars. On a straight sticker-to-sticker

see PRICES, 25

Minivans rolling, but limit is in view

DAVID VERSICAL
National Editor

In less than a decade, Americans have gone from taking their first taste of minivans to gobbling up 1 million a year. Now, finally, the limits of the feast are in sight.

Analysts say that the U.S. minivan market will peak between 1.2 million and 1.5 million units around mid-decade. This year, they project, sales will top 1 million for the first time.

The segment's leader, Chrysler Corp., is marketing minivans aggressively, and new players have entered the market for the first time in three years: the Mercury Villager and the Nissan Quest. The Nissan-developed/Ford-built twins will add about 125,000 U.S. sales annually.

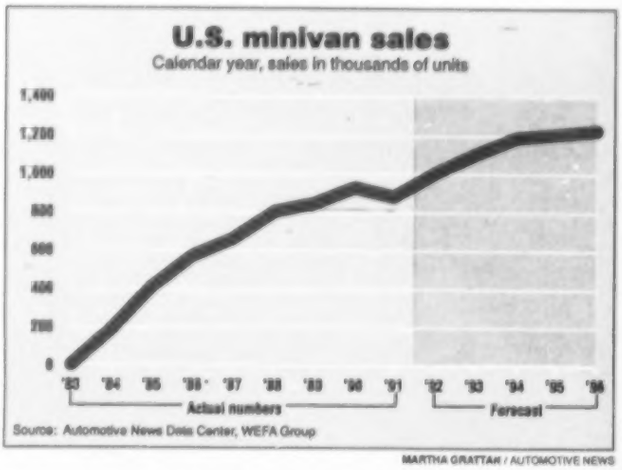
A few new players — most notably Honda — are expected to join the fray in the next few years, and minivan offshoots will be explored. But the fact that minivans appeal mainly to one group — married with children — will keep the market potential in check.

"We see it starting to tail off," says Dick Winter, general product manager for minivans at Chrysler, which invented the modern minivan in 1983. "Obviously, it won't grow forever." Chrysler's forecast: 1.4 million to 1.5 million sales by 1995.

But even a rise before the plateau would counter some conventional wisdom, which says that people will drop minivans as quickly as they embraced them.

"The standard research was that vans would take a beating," says George Magliano, director of automotive research at the WEFA

see MINIVANS, 27



MARTHA GRATTAN / AUTOMOTIVE NEWS

New GM central staff audits dealers on spiffs

PHIL FRAME
Staff Reporter

General Motors this month created a dealer audit section as part of its central office staff to improve consistency in financial reviews, especially for dealers who represent more than one division.

Director of the new dealer audit section is Lee Boettcher, who had headed operations analysis at Chevrolet. Boettcher reports to Eugene Flegm, head of the GM audit staff.

The new teams of auditors have been working already, and some dealers say they have been subject to chargebacks of tens of thousands of dollars for past incentive payments. Those dealers did not want to speak on the record or reveal specifics of their audits.

The audited dealers said the review teams seem to have focused on tiered dealer incentive programs keyed to achievement of sales goals, but all transactions with GM are being verified.

GM confirmed that it created the Corporate Audit Staff and its dealer audit section on July 1 as part of a continuing company restructuring and consolidation.

In creating the section, GM removed the dealer auditing function from the car divisions and consolidated it in the corporation, a spokeswoman said.

"The purpose is not only to reduce our cost of administering audits, but also to increase the efficiency and consistency of the audits," said spokeswoman Toni Simonetti.

Boettcher: heads audit section

She said GM informed dealers of the change in late June, but several GM dealers contacted last week were unaware of the move.

However, dealers generally welcomed the idea of an audit staff charged with consistently enforcing rules of incentive programs.

"If we can bring some ethics back into the business, that would be a good place to start, with some audit procedure that puts dealers on the same footing," said Frank Anderson Jr., president of Sir

see AUDIT, 25

HANS G. LEHMANN/HIDDEN IMAGE

New Toyota Supra

This prototype of the 1994 Toyota Supra was caught prowling the California highways. Due to go on sale next spring, the rear-wheel-drive coupe is expected to move upmarket in price to match the Mazda RX-7. Engine offerings are likely to include a twin-turbo 3.8-liter inline six and a 4.0-liter, 40-valve V-8.

Trucks pick up more share in first half

JOSEPH BOHN
Staff Reporter

The light-truck share of overall U.S. vehicle sales increased 2.2 percentage points to 35.2 percent during the first half of calendar 1992 as the crossover of car buyers continues.

Among cars, the subcompact and standard-sized segments increased their market shares to 16.9 percent and 5.2 percent, respectively. Market shares for five of the seven car categories in the *Automotive News* segmentation were down for the period.

Subcompacts benefitted from the introduction of the new Honda Civic and the rising popularity of Saturn.

Both subcompact and standard-sized car segments benefitted from the heavier percentage of retail as opposed to fleet sales this year, said Joel Pitcoff, Ford Motor Co. manager of research and analysis.

see SHARES, 28

Automotive News

EPA RULES BENEFIT SHOPS
The EPA's emissions-test rules put duty on car owners. PAGE 6

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GM's N. American Operations gets PR department. PAGE 6

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New Ford department oversees electric test fleet. PAGE 7

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Moves free up Alex Trotman for possible rise. PAGE 8

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GM's Lopez eyes Spain for a new assembly plant. PAGE 8

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▲ Audi gives 90 series more of everything. PAGE 15

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correction

In the weekly production chart on Page 37 of the July 13 issue, June totals for most General Motors trucks were incorrect. A table showing correct figures is on Page 29.

JIM DUNNE/POPULAR MECHANICS

'94 Cadillac DeVille remains true to traditions

Cadillac will wrap its 1994 C-bodies in all-new sheet metal. This spy shot of prototype, which has been retouched, shows a design for the Sedan DeVille that is similar to the current model. Styling changes include soft curves replacing the sharp edges, flush-mounted door handles and larger headlamp units with integrated turn signals. Rear styling is marked by vertical taillamps.

latenews

CONTINUED
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workers in a work agreement with suppliers using empty GM factories, either in the United States or Europe.

It was reported last week that J. Ignacio Lopez de Arriortua, GM's vice president for worldwide purchasing, told suppliers in Europe that space inside empty U.S. factories would be available for global suppliers to lease.

According to reports, his plan also advocated the use of laid-off UAW workers at no cost to suppliers. The workers are already receiving full pay under the GM/UAW contract through September 1993.

GM spokeswoman Toni Simonetti said GM is looking at "any and all creative or innovative approaches to fully utilize our people and our facilities," but would not confirm or deny any plan.

— *Liz Pinto*

FBI links Texan to Ford thefts

ODESSA, Texas — The FBI named the owner of an Odessa body shop as a co-conspirator in a scheme involving more than $1.4 million worth of automobile parts stolen from the Ford Assembly Plant in Lorain, Ohio.

An affidavit filed July 15 in federal court identified Lupe Munguia, owner of Lupe's Body Shop, as being involved in the scheme. The body shop was raided June 26 by FBI agents who seized about $140,000 in cash, transmissions and "other items related to the investigation," according to the affidavit.

— *The Associated Press*

'20-20' attacks auto rollovers

NEW YORK — A report on ABC's *20-20* program says 10,000 persons are killed annually in vehicle rollover accidents and that stronger roofs could save thousands of of lives.

The report, which was scheduled to be aired July 17, said the American and Japanese auto industries, as well as the National Highway Traffic Safety Administration, have done little to correct the problem. By some estimates, it said, reinforcing a vehicle frame and roof would cost about $50 per vehicle.

Automakers declined to comment on-camera, but said in written responses that their cars were safe.

— *The Associated Press*

GM revamps dealer activities

DETROIT — Michael Losh, General Motors vice president and group executive in charge of North American Operations, announced last week that dealer-related activities would be consolidated under the NAO umbrella.

Effective Aug. 1, William Powell will assume the expanded duties of general manager of Motors Holding, Minority Dealer and Dealer Network Development.

Powell's duties expanded

Powell, who had been general manager of GM's Motors Holding Division, will report to Losh. Joseph Vasquez, general director of the GM Minority Dealer Development Department, will report to Powell.

Powell is to coordinate with NAO vehicle divisions and be responsible for strengthening the dealer network.

— *Jack Keebler*

Ontario peeved by U.S. probe

TORONTO — Ford Motor Co. and Toyota Motor Corp. are downplaying a U.S. Customs investigation of local content at two more Ontario auto plants, but many Canadians are furious.

The furor was sparked by reports that Customs had asked the automakers how North American content is calculated at Toyota's Corolla plant in Cambridge and Ford's Crown Victoria/Grand Marquis plant, located in St. Thomas.

Ontario Premier Bob Rae called the move "cheap trade harassment" and demanded that Canada withdraw from free-trade talks with Mexico.

But Ford and Toyota called the queries routine.

— *Jeremy Sinek*

VW signs marketing pact

HUNTSVILLE, Ala. — Volkswagen AG has signed a letter of intent with Control Data Systems Inc. and Intergraph Corp. to jointly develop and market simultaneous engineering solutions for the automotive and other markets.

The German automaker will be the first to use technology developed as a result of the agreement.

Big '91 GM wagons recalled

DETROIT — General Motors is recalling all 1991 Oldsmobile Custom Cruiser, Buick Roadmaster and Chevrolet Caprice wagons to correct a defect that could cause seat belt failure in a crash.

The plastic covering for the shoulder belt guide loop may crack and expose the steel subplate, GM said in a letter to customers and dealers. In an accident, the exposed steel subplate could cut the seat belt webbing, possibly resulting in greater severity of injury to passengers.

GM exports rise in '92

DETROIT — General Motors said its exports of North American-produced cars and light truck increased in the first half of the year.

GM's exports to the Middle East totaled 31,979 in the first six months of the year, compared with the 28,781 units in 1991. GM said exports to Europe totaled 9,922, compared with 8,988 for the first six months of 1991.

Shipments to the Far East totaled 3,552, up 23 percent over the same period a year ago. Car and truck shipments to Puerto Rico were 5,064, a 40 percent increase over the first half of 1991. GM said its Saturn subsidiary began selling cars in Taiwan in June and sales figures indicate strong interest.

briefly

What does a boss know?

Luxury carmaker **BMW AG** strenuously denied a report in the London *Sunday Times* that said it was interested in bidding for **Rolls-Royce Motors Ltd.** Although a spokesman stopped short of saying that BMW Chairman Eberhard von Kuenheim was misquoted, he said von Kuenheim's remarks were "misinterpreted." Von Kuenheim told the *Times* he was interested in acquiring the famed British marque from **Vickers PLC**, but said, "The question is how much we would have to pay. Rolls-Royce needs a lot of investment . . . this could run into hundreds of millions of pounds."

NO MORE MILLION — John Rock isn't pretending that **Oldsmobile** will be able to return to the million sales a year level it enjoyed as recently as 1986. "We need to carve ourselves out something that will give us half a million units of sales on the down side of the market and 650,000 to 700,000 units on the up side of the market. I don't want much variance between the down and the up. This going from a million units to 450,000 units, that's too hard on everybody."

SHOULD IT BE A SIT-IN? D.C. area dealers with a subtle streak could build business for the back shop Friday by helping push retrofit shoulder belts for the back seat. Ben Kelley, president of the Institute for Injury Reduction, which is sponsoring the retrofit rally, says adding shoulder belts in older cars could save 6,000 lives a year. The affair will last all day July 24 at the Omni Shoreham Hotel.

JUST US CHICKENS — A crowd of fired-up Democrats held a noisy protest outside the Women's National Republican Club in New York last week, thumping a drum and chanting anti-Bush slogans. By coincidence, the **International Motor Press Association** was meeting inside. Luncheon speaker Philip Guarascio, the marketing and advertising czar for **General Motors**, took note of the crowd and joked: "That's my bosses outside. They want me to get back to Detroit."

VIP TREATMENT — During the Democratic convention, **Cadillac, Oldsmobile** and **Chevrolet** offered a variety of vehicles to VIP Democrats. Bill Clinton must have had a C/K truck, because in his acceptance speech, he said his party is for people who drive pickups, and the Republicans are the party of limousines. **GM** furnished 200 vehicles; 300 are planned for the GOP convention.

VIP, EUROPE STYLE — When the leaders of the world's seven richest democracies gathered in Germany for the G-7 summit, they were followed by journalists. To move the VIPs around, cars were provided by **Mercedes, Audi** and **BMW**, said Udo Corts of the federal government's press office. Journalists were ferried around in **Volkswagen** buses.

Show that crown

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Sales in Canada fall 8% in 1st half

Economy is rough; buyers are cautious

JEREMY SINEK
Staff Correspondent

TORONTO — In recession-wracked 1991, when new-vehicle sales in the United States declined 11.2 percent, the Canadian market dipped just 1.8 percent as sales fell to 1.27 million units.

But in the supposed recovery year of 1992, the U.S. market grew 5.1 percent in the first half, and Canada's sales were down 8.2 percent. As in the United States, trucks are outperforming cars, but both show declines in Canada. Cars are down 10.9 percent; trucks are off 2.2 percent.

Canada's market was off just 1.4 percent in the first quarter but has posted double-digit declines each month since then.

That has led General Motors of Canada to revise its projection for 1992: "We were looking to come in at, or slightly above, the levels of 1990 and 1991," said spokeswoman Tayce Wakefield. "Now, we're looking more at 1.25 million."

Canadian car and truck sales totaled 1.29 million in 1990 and 1.27 million in 1991.

The Canadian economy is being buffeted by many of the same forces as the U.S. economy, only more so. Canada's unemployment rate climbed from 10.3 percent on Jan. 1 to 11.6 percent in June.

Although interest rates have tumbled — the benchmark bank rate is down from 14 percent in April 1990 to under 6 percent — they are still high in real terms, with inflation at only 1.6 percent.

Consumer confidence is further eroded by Canada's continuing constitutional crisis, in which the unity of the country is said to be at stake.

But there is plenty of morale-boosting news from the manufacturing side. Production of Chrysler Corp.'s LH sedans has begun in Bramalea, Ontario, and its minivan plant in Windsor, Ontario, is running at full tilt.

Ford Motor Co. recently announced a $1.7 billion (U.S.) investment to re-equip its Oakville, Ontario, plant to build a new minivan in 1993 and to re-open Windsor engine plant No. 2 for a new family of truck engines in 1995.

GM's Ste. Therese plant in Quebec will reopen in the fall to build the new Chevrolet Camaro and Pontiac Firebird, and uncertainty over the future of the Oshawa No. 2 plant in Ontario has been allayed by news of continued product for the 1994 model year.

The export sector of Canada's overall economy has been looking more robust, helped by a decline in the Canadian dollar, now trading around for around 83 cents after peaking at 89 cents last year. If the U.S. economy continues to recover, it will help Canada, its largest trading partner.

CANADIAN CAR AND TRUCK SALES

	June 1992	June 1991	6 mos. 1992	6 mos. 1991
BMW (imported car)	**423**	**420**	**2,248**	**2,070**
N.A. car	6,839	8,795	40,169	53,345
Imported car	2,252	1,752	12,513	10,158
N.A. truck	11,816	10,028	57,591	51,388
Imported truck	65	154	410	714
CHRYSLER	**20,972**	**20,729**	**110,683**	**115,605**
N.A. car	12,789	16,165	66,934	75,790
Imported car	714	583	4,123	4,060
N.A. truck	9,223	10,901	54,440	52,925
FORD	**22,726**	**27,649**	**125,497**	**132,775**
N.A. car	29,054	35,207	134,737	153,992
Imported car	1,206	2,064	6,0 4	7,992
N.A. truck	13,720	15,159	68,251	74,694
Imported truck	325	261	1,862	2,267
GM	**44,305**	**52,691**	**210,924**	**238,945**
N.A. car	2,528	2,339	14,029	12,737
Imported car	6,653	8,000	31,513	42,977
HONDA	**9,181**	**10,339**	**45,542**	**55,714**
N.A. car	673	449	2,409	2,627
Imported car	1,637	1,669	7,643	8,828
HYUNDAI	**2,310**	**2,118**	**10,052**	**11,455**
JAGUAR (imported car)	**60**	**70**	**315**	**371**
Imported car	92	31	398	229
Imported truck	28	9	139	86
LADA	**120**	**40**	**537**	**315**
LAND ROVER (imported truck)	**6**	**12**	**60**	**69**
N.A. car	625	797	1,770	3,545
Imported car	4,425	2,843	21,989	16,311
Truck*	2,790	2,936	12,015	12,787
MAZDA	**7,840**	**6,576**	**35,774**	**32,643**
MERCEDES-BENZ (imported car)	**311**	**373**	**1,742**	**1,903**
N.A. car	884	1,058	5,816	4,474
Imported car	1,943	2,000	11,033	11,117
Truck*	1,201	1,161	5,687	6,426
NISSAN	**4,028**	**4,219**	**22,536**	**22,017**
PEUGEOT (imported car)	**0**	**20**	**15**	**89**
SUBARU (imported car)	**593**	**588**	**3,607**	**4,337**
N.A. car	2	149	96	721
Imported car	480	316	3,893	2,707
N.A. truck	289	231	1,929	2,110
Imported truck	83	347	1,109	2,085
SUZUKI	**854**	**1,043**	**7,027**	**7,623**
N.A. car	1,690	2,468	10,275	11,648
Imported car	4,339	5,317	27,374	27,683
Imported truck	1,511	2,101	7,639	10,583
TOYOTA	**7,540**	**9,886**	**45,286**	**49,914**
Imported car	1,983	3,148	14,607	17,857
Imported truck	216	131	740	480
VOLKSWAGEN	**2,199**	**3,279**	**15,347**	**18,337**
N.A. car	116	105	714	961
Imported car	201	227	1,390	1,398
VOLVO	**317**	**332**	**2,104**	**2,359**
N.A. car	**55,200**	**67,532**	**276,949**	**319,840**
Imported car	**27,312**	**29,421**	**150,477**	**160,087**
TOTAL CAR	**82,512**	**96,953**	**427,426**	**479,927**
N.A. truck	**35,048**	**36,319**	**182,211**	**181,117**
Imported truck	**6,225**	**7,112**	**29,661**	**35,497**
TOTAL TRUCK	**41,273**	**43,431**	**211,872**	**216,614**
TOTAL CANADA SALES	**123,785**	**140,384**	**639,298**	**696,541**

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

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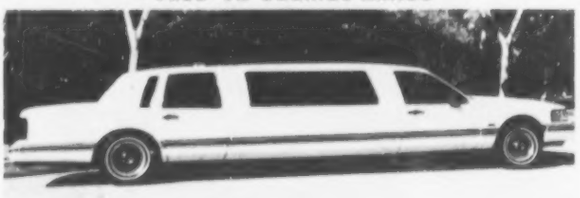

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New cars, marketing fuel Mazda sales in Canada

JEREMY SINEK
Staff Correspondent

TORONTO — Mazda seems to have hit the sweet spot in Canada. While June's 11.8 percent decline was another downer for the industry as a whole, Mazda Canada Inc. posted a 19.2 percent gain.

And it wasn't a flash in the pan. For the first half, Mazda was 9.6 percent ahead of the year-ago period, with a 19.7 percent gain in car sales offsetting a 6 percent dip in trucks.

Marketing director Peter Whaley says the firm is on target to meet its goal of 63,000 sales in 1992. That would be a 12.7 percent gain over 1991 and would be the sixth growth year in a row since 1986, when 30,077 Mazdas were sold in Canada.

Whaley attributes the gain to competitive products, an expanded and effective dealer network and more advertising and publicity for Mazda in Canada.

The introduction of five new cars since October (MX-3, 929, RX 7, MX-6 and 626) was accompanied by a substantially increased marketing budget. "And there was a lot of automotive press on Mazda during that period," says Whaley. "That certainly got the name in front of people who may not even have known about Mazda before."

Mazda's unprecedented win in the 1991 LeMans 24-hour race also helped: "We did a campaign on the LeMans win that went from right after the race (in June) through the end of December, and that tested out very well."

In addition, says Whaley, "The new dealers we've appointed now have a lot of experience with Mazda, and they're starting to come on strong for us." The dealer count has grown from about 135 in 1987 to 182.

Moody's predicts credit rating drop

NEW YORK — The credit quality of American, European and Asian automakers will likely decline slightly over the next year or two, according to a Moody's Investors Service forecast.

The firm cites slow demand for new cars, shortening product life cycles and stiffening global competition for the expected decline to an average of A3 from the current A2. That means higher interest rates to borrowers.

American automakers will have particular difficulty, Moody's said, because of "mammoth" health care and retiree benefit costs.

European automakers are vulnerable to Japanese competition, especially those who depended on the previously protected markets of Italy, France and Spain.

Moody's said the problem for Japanese is cash for plant investments, which "could constrain the financial flexibility of auto manufacturers, particularly if domestic demand . . . remains weak."

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	June Total	May Total
Saturn	137	—	137	119
Honda	66	—	66	56
Toyota	47	18	64	69
Ford	27	32	59	53
Infiniti	51	—	51	45
Lexus	50	—	50	56
Chevrolet	24	25	50	43
Nissan	37	12	49	40
Mitsubishi	39	4	43	25
Acura	43	—	43	38
Mazda	25	10	35	28
Dodge	9	19	28	27
Hyundai	25	—	25	25
Volvo	22	—	22	17
Pontiac	18	1	19	20
Isuzu	1	16	18	16
BMW	18	—	18	16
Mercedes	18	—	18	16
Buick	17	—	17	16
Oldsmobile	15	1	16	12
Subaru	16	—	16	13
Mercury	15	—	15	13
Jeep	—	15	15	15
GMC	—	14	14	12
Plymouth	5	7	13	13
Saab	12	—	12	5
Cadillac	12	—	12	13
VW	11	0	11	10
Lincoln	8	—	8	7
Suzuki	2	5	7	7
Jaguar	7	—	7	8
Chrysler	4	1	5	5
Range Rover	—	4	4	3
Eagle	3	—	3	3
Audi	3	—	3	2
Daihatsu	2	1	3	4
Porsche	2	—	2	1
Alfa Romeo	1	—	1	1

Saturn keeps sales per dealer lead; Toyota slips

KAREN DETKOWSKI
Staff Statistician

A drop in Toyota sales put Honda dealers in second place behind Saturn in June's sales-per-dealer tabulations and shuffled other Top 10 place holders.

According to *Automotive News'* sales-per-dealer calculations, 25 makes reported increases for the month of June. This was the highest number reported for the second quarter, and the third-highest total for the first six months of the year.

The Mitsubishi car increase of 7 units per dealer was the largest for the month. The company reported its best sales month in more than a year and a 72.0 percent increase above May. The Diamante had its most successful month since February 1991.

Saab dealers posted their highest sales month since August 1987, delivering 4,025 cars. The dealer sales average rose to 12 units, up from five per dealer in May. Contributing to Saab's 140 percent sales increase were special lease and retail finance programs.

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GM begins ad campaign in China

Target audience includes government officials

ARLENA SAWYERS
Staff Reporter

A half-page newspaper ad featuring a 1992 Buick Park Avenue opened General Motors' first ad campaign in China.

The print-only campaign began June 24 in three national Chinese newspapers to coincide with the 1992 Beijing International Automotive Industry Exhibition, held in the capital city in late June.

While GM vehicles have been available in China for several years, this year's auto show was less component- and auto parts-oriented than it has been in the past and more akin to the sophisticated shows held in the United States and Europe, said Sheri Perelli, GM director of marketing communications in Asia.

In the past, GM reached its Chinese market one-on-one.

"There were product displays, video walls and press activities," said Perelli. "In the past, manufacturers had one or two cars. GM had six cars (this year). This marked a new era in automobile sales in China. It was a more comprehensive marketing experience."

The ads appeared in the Chinese language *People's Daily* and *Economic Daily* and the official English-language publication, *China Daily*. They will run periodically throughout 1992.

The campaign targets government officials, worker cooperatives and joint-venture participants because private-car ownership is virtually non-existent in China.

Though China has the world's largest population — about 1.2 billion — last year it had the world's third lowest rate of car ownership, 0.27 per 1,000. But GM, like other manufacturers, believes it's only a matter of time before the vast China market opens.

The headline underneath the picture of the car reads: "One out of every six new vehicle buyers in the world chooses GM. Now you can too."

The copy explains that several GM cars were on display at the auto show and that last year GM sold more than 7 million cars and trucks worldwide. The ad points out that Cadillac, Buick, Pontiac and Chevrolet vehicles are available through Sofrasia Ltd., GM's only authorized dealer in China.

The campaign was created by McCann-Erickson-China, which set up shop two months ago. McCann also handles GM advertising in Hong Kong, Taiwan, Singapore, Malaysia and Thailand.

James Moore, director of GM coordination in McCann's Asia/Pacific region, said the campaign will later include billboards in Shanghai and Beijing.

He said the agency is also looking at the possibility of doing a direct-mail campaign.

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TRUCKS

Kenworth K300 widens choices

KIRKLAND, Wash. — Kenworth Truck Co.'s new K300 series low cabovers, replacing its previous Brazilian-built Mid-Rangers, have 1,000 pounds more payload, a choice of seven wheelbases and major chassis and powertrain changes.

Production began at Ste. Therese, Quebec, in July. The 30,000- and 33,000-pound gross vehicle weight trucks use Cummins B- and C-series engines and Eaton as the sole supplier of transmissions, clutches, axles and brakes. Allison's automatic transmissions are also available.

Kenworth expects 100 dealers, twice the current number, to sell the trucks by early 1993. Cabovers account for 10 percent of total medium-duty sales. Kenworth and Peterbilt had about 8 percent of the market in 1991.

Peterbilt picks Cat engines

NEWARK, Calif. — Peterbilt Motors Co. selected Caterpillar to supply standard engines for all its trucks as of July 1.

Caterpillar's 3176 is now standard on all Peterbilt Class 8s and the Caterpillar 3306C on its medium-duty 320 low cabover.

Body builders parley with Big 2

The National Truck Equipment Association in Livonia, Mich., will hold its Annual Truck Product Conference with Chevrolet and Ford on Sept. 14-15.

The conference provides a forum for open communication between body builders and chassis engineering, sales and marketing personnel from the auto companies.

Chevrolet and Ford plan to discuss powertrain and fuel system changes, CFC replacements, power takeoff and pickup box removal on their 1993 model commercial trucks and chassis.

Truck sales gain speed

Class 8 orders rise 52.4% in first half

JOSEPH BOHN
Truck Editor

The medium- and heavy-truck market continued to percolate in June with all segments except tiny Class 5 showing increases.

Equally encouraging were new-truck orders including vehicles still to be built in the next few months.

Class 6-8 new-truck orders totaled 131,800 units for the January-June period, up 42.3 percent over the year-earlier period. Class 8 truck orders alone surged 52.4 percent during the first half of the year to 78,500, manufacturers said.

The Motor Vehicle Manufacturers Association said Class 8 sales rose 30.2 percent in June to 10,458. Six-month sales were up 11.9 percent to 53,767, MVMA said.

Ford Motor Co., with the industry's biggest gain in Class 8 for the six-month period, said pent-up demand is now driving the market.

"During the recession, most of the tractors continued to run, even as operators deferred purchases," said John Merrifield, Ford heavy-truck general sales and marketing manager. "Now, those trucks need to be turned" because of high mileage and wear.

The heavily incentivized and more fuel efficient new models are attractive to truckers at a time when their improving income puts them in better a position to buy. Surveys, such as that conducted by *Road King* magazine, show incomes of owners-operators rose 14 percent last year.

Ford's Class 8 sales were up 81.9 percent in June and 58.5 percent for the first six half, according to MVMA. Ford moved from last place among seven major competitors a year ago to fourth for the first half of 1992. It ended the period 492 sales behind third-place Volvo GM Heavy Truck.

The upswing occurred even though Ford's strongest market, severe-duty vehicles (such as dump trucks and garbage trucks), has not recovered as rapidly as the over-the-road segment.

Merrifield credited the growing popularity of the Aeromax 120 model and the Louisville plant's deftness in handling new orders.

While most Class 8 competitors enjoyed first-half sales increases, Navistar International and Mack Trucks continued to struggle, each suffering a sales decline. Mack's slide has taken it almost to the bottom of the market.

Mack is in sixth place, just 272 units ahead of last-place Peterbilt.

Medium-truck sales have not increased at the same pace as Class 8, but they are showing steady improvement. Among medium-duty segments, Class 4 was up 4.5 percent in June; Class 6, up 6.3 percent; and Class 7, up 8.1 percent.

Class 5 had the only decline with a 2.3 percent drop in June from last year. As the industry's smallest segment, it accounted for only 291 sales in June and 1,768 for the first six months of 1992.

European truck market headed for second decline

LONDON, England — The West European market for trucks over 13,200 pounds gross vehicle weight is expected to decline 6 percent in 1992 after falling 1.4 percent last year.

West European sales are expected to drop to 258,000 units this year, compared with 275,000 in 1991, according to DRI Europe.

Germany's market, a major source of growth in 1991, is expected to decline later this year, reflecting less economic growth and a weakening of catch-up demand in the eastern part of the country, the research firm said.

But a recovery is anticipated in the United Kingdom and Spain, and the rate of decline is expected to slow in France and Italy.

The longer-term outlook is still clouded, though, by the anticipated continuing fall in German demand. That is due principally to deregulation of road transportation.

The combined light- and medium-truck segment, where sales in Germany account for a large portion of demand, is expected to decline steadily in the 1990s.

In the mid-1990s, that part of the market will be further weakened by new European Community licensing requirements, DRI said. Drivers will be required to have special truck operators' licenses for vehicles of 7,000 to 16,500 pounds gross vehicle weights.

The new regulations are expected to buoy sales of trucks just under 7,000 pounds gvw but reduce overall West European light- and medium-truck sales to 88,000 units by 1997, down from an estimated 95,000 in 1992.

The planned deregulation of Germany's trucking industry is expected to cause operators to postpone purchases.

JUNE 1992 TRUCK SALES BY GVW

	June 1992	June 1991	6 mos., 1992	6 mos., 1991
Class 1-3	136,658	108,417	684,711	577,808
Class 4	1,807	1,959	8,214	10,431
Class 6	416	684	2,777	2,674
Class 7	1,961	1,514	10,167	9,877
Class 8	1,404	772	6,519	4,112
FORD	**142,246**	**113,346**	**712,388**	**604,902**
Class 6	26	0	131	0
Class 7	158	0	650	0
Class 8	2,464	1,709	12,455	10,946
FREIGHTLINER	**2,648**	**1,709**	**13,236**	**10,946**
Class 1-3	116,918	101,494	559,268	535,671
Class 4	377	147	1,669	703
Class 5	6	4	43	55
Class 6	313	229	1,036	1,597
Class 7	721	632	2,806	3,212
CHEVROLET	**118,335**	**102,506**	**564,822**	**541,238**
Class 1-3	32,234	26,978	161,673	139,375
Class 4	143	119	813	507
Class 5	25	37	196	199
Class 6	272	229	6,448	1,892
Class 7	758	1,019	5,589	7,809
GMC	**33,432**	**28,382**	**174,719**	**149,782**
Class 7	20	52	88	144
Class 8	1,093	917	6,104	5,335
KENWORTH	**1,113**	**969**	**6,192**	**5,479**
Class 6	28	41	204	261
Class 7	65	54	430	350
Class 8	1,131	880	5,356	5,468
MACK	**1,224**	**975**	**5,990**	**6,079**
Class 6	20	37	293	170
Class 7	7	89	97	379
MERCEDES-BENZ	**27**	**126**	**390**	**549**
Class 4	0	1	0	14
Class 5	0	1	6	21
Class 6	749	507	3,274	3,616
Class 7	2,595	2,358	13,596	15,234
Class 8	2,033	1,857	10,727	11,947
NAVISTAR	**5,377**	**4,724**	**27,603**	**30,832**
Class 7	9	17	81	129
Class 8	856	732	5,084	4,475
PETERBILT	**865**	**749**	**5,165**	**4,604**
Class 7	97	124	433	423
Class 8	1,351	1,042	7,011	5,202
VOLVO/GM HEAVY	**1,448**	**1,166**	**7,444**	**5,625**
Class 1-3	3	27	10	150
Class 4	30	8	151	16
Class 5	59	56	250	218
Class 6	66	71	308	323
Class 7	50	85	373	352
HINO	**208**	**247**	**1,092**	**1,059**
Class 1-3	99	65	486	282
Class 5	85	72	388	378
Class 6	86	36	422	187
Class 7	22	21	156	176
NISSAN DIESEL	**292**	**194**	**1,452**	**1,823**
Class 1-3	341	552	2,810	3,409
Class 4	168	130	1,051	484
Class 5	44	49	508	503
Class 6	54	95	953	453
Class 7	12	27	111	115
ISUZU TRUCK	**619**	**853**	**5,433**	**4,964**
Class 1-3	207	128	956	832
Class 5	72	55	377	307
Class 6	61	22	319	172
Class 7	28	26	129	178
MITSUBISHI FUSO	**368**	**231**	**1,781**	**1,489**
Class 1-3	0	153	0	908
Class 4	0	52	0	297
Class 5	0	24	0	149
Class 6	0	16	0	96
IVECO TRUCKS*	**0**	**245**	**0**	**1,450**
WESTERN STAR Class 8	**58**	**38**	**327**	**326**
Class 1-3	167,191	148,230	878,735	781,521
Class 6,7,8	68	59	184	249
OTHER TRUCKS	**167,259**	**148,289**	**878,919**	**781,770**
CLASS 1-3	**453,651**	**386,944**	**2,288,649**	**2,039,956**
CLASS 4	**2,525**	**2,416**	**11,898**	**12,452**
CLASS 5	**291**	**298**	**1,768**	**1,830**
CLASS 6	**2,091**	**1,967**	**10,185**	**11,441**
CLASS 7	**6,503**	**6,018**	**34,706**	**38,378**
CLASS 8	**10,458**	**8,006**	**53,787**	**48,060**
TOTAL TRUCKS	**475,519**	**404,749**	**2,406,953**	**2,152,117**

*1991 figures are Automotive News estimates.

Source: Automotive News Data Center and MVMA

VW pins revival on 3 new models

Golf, Jetta, Euro arrive this fall

LINDSAY CHAPPELL
Staff Reporter

Battered by two years of dwindling sales for its key products, Volkswagen of America Inc. is counting on a trio of replacements this fall to invigorate the line.

The Euro, a new front-wheel-drive van replacing the Vanagon, will reach the market in August, and all-new Jetta and Golf/GTI models will follow.

"Things will get better for Volkswagen," said company spokesman Larry Nutson. "We're here to stay."

For the first six months of this year, while the overall market rebounded, Volkswagen sales were off by more than 18 percent. For 1991, the carmaker was 29 percent behind 1990.

Its sale total last year of 96,723 VW units was the lowest since 1958, when the company offered only two products. Sales for the first half of this year were just over 40,000.

Sales of all imported cars in June, including imports by the Big 3, were 6 percent ahead of June 1991. Sales for the first half of 1992 remain about 1 percent behind the first half of 1991.

Volkswagen has been hit by a combination of economic recession and aging key products. Its rear-drive Vanagon, for example, sold only 40 units in June — down from 600 a year earlier.

"We're basically out of the car business right now," Nutson said.

The Jetta, the company's sales leader, was off more than 16 percent in the first half of the year. June sales were off only modestly, buoyed by customer response to a new lease program.

The company expects Jetta sales to rebound in November, when the all-new model will be available. Among other new features, the compact will offer a V-6 engine.

In addition to introducing the three new vehicles this fall, Volkswagen is inaugurating a new factory arrangement for North America. It invested $1 billion to make its plant in Puebla, Mexico, the exclusive supplier of Jettas, Golfs and GTIs for the United States, Canada and Mexico.

Plant capacity is 250,000 units. It will build about 100,000 Beetles and a small number of older-model vans for the Mexican market, leaving capacity for about 140,000 units of the other cars.

Last year, the company sold about 52,000 Jettas and Golfs in the United States. AN

Jaguar XJ220 speculators taking a financial beating

VAUGHAN FREEMAN
Special Correspondent

LONDON — Some would-be buyers and speculators in Britain who paid the equivalent of $95,000 for non-refundable options on the Jaguar XJ220 three years ago are now selling at big losses because the market for exotic muscle cars has collapsed.

Because only 350 of the 200-plus-mph supercars will be built, options to buy one at a firm price of £400,000 (about $750,000) sold out quickly and were often resold at a quick profit. But the recession has hit the British new-car market especially hard.

"When the XJ220 was announced, I was selling Porsche 959s for £500,000 (about $950,000) apiece," said Tom Hartley, who owns a dealership in the English midlands specializing in exotics. "Now, they sell for £165,000 (about $315,000.)"

Hartley said he has brokered three XJ220 contracts since the car was launched.

His first, sold three years ago to a Japanese investor, fetched a premium of about $375,000, he said. The second, sold one year ago, went at a premium of $190,000.

But two weeks ago, Hartley said, he bought a contract for £20,000, about $56,000 *under* its face value of about $95,000.

Robert Brooks, who owns a car auction in London, also has seen the price of the XJ220 and other exotics collapse. "The investment side of the XJ220 is skating on very thin ice."

"A lot of people bought options on the car as an investment. Now, I have to wonder if some won't walk away from the contract on the grounds that a £50,000 loss is the best they'll ever do on the car."

Deliveries of the car began in June. It is built by Jaguar Sport Ltd., a joint venture of Jaguar and Tom Walkinshaw Racing.

The first 100 are scheduled to be delivered this year and the remaining 250 next year. After that, the XJ220 factory will be handed over to Aston-Martin.

Although 250 XJ220s are scheduled to be exported, none will go to the United States. The supercar meets only European standards for emissions and safety. AN

IMPORTED CAR SALES, JUNE & YTD

(Domestic cars not included in imported totals.)

	June 1992	June 1991	6 Mos., 1992	6 Mos., 1991
Integra	5,864	6,610	30,781	36,665
Legend	4,795	5,517	23,873	30,717
NSX	92	180	681	1,199
Vigor	2,140	1,493	8,958	2,986
ACURA	**12,891**	**13,800**	**64,293**	**71,567**
Milano	0	0	2	2
Spider	134	179	659	865
164	138	223	1,134	1,215
ALFA ROMEO	**272**	**402**	**1,795**	**2,082**
ASTON MARTIN*	**5**	**5**	**30**	**30**
S4	23	0	102	0
80	106	119	829	999
90	27	65	295	670
V8 Quattro	28	27	176	262
Coupe Quattro	3	21	56	179
100/200	593	1,042	4,505	3,673
100/200 Quattro	167	61	812	461
AUDI	**947**	**1,335**	**6,777**	**6,244**
3 series	4,104	1,767	18,068	11,474
5 series	1,821	1,520	9,713	9,687
635 CSi	1	0	1	6
7 series	603	498	2,812	2,269
850i	64	103	487	1,034
M3	1	79	62	253
M5	29	39	166	216
BMW	**6,623**	**4,006**	**31,309**	**23,939**
Geo Storm	6,312	9,613	32,540	41,771
Geo Metro (import)	2,659	1,117	8,804	6,462
Geo Metro (domestic)	*8,905*	*5,162*	*46,935*	*33,409*
CHEVROLET/GEO	**8,971**	**10,730**	**41,344**	**48,233**
Colt	1,936	2,976	10,267	13,544
Stealth	1,608	1,558	9,364	9,549
Summit (import)	1,152	848	6,793	4,111
Summit (domestic)	*685*	*686*	*3,220*	*3,515*
Vista	807	756	4,617	3,710
TC	0	75	0	753
CHRYSLER CORP.	**5,583**	**6,213**	**31,041**	**31,667**
DAIHATSU	**447**	**739**	**4,274**	**3,222**
FERRARI*	**80**	**80**	**480**	**480**
FORD Festiva	**3,135**	**2,974**	**17,954**	**19,180**
Civic/CRX (import)	6,744	5,426	32,024	34,267
Civic (domestic)	*14,435*	*15,816*	*70,014*	*67,739*
Accord (import)	5,219	4,684	33,376	43,574
Accord (domestic)	*34,675*	*39,423*	*158,306*	*169,858*
Prelude	3,323	2,220	19,077	12,115
HONDA	**15,286**	**12,330**	**84,477**	**89,956**
Excel	3,205	5,161	21,303	31,354
Sonata	2,108	2,035	7,744	10,765
Scoupe	1,979	3,126	9,584	14,971
Elantra	3,512	0	16,431	0
HYUNDAI*	**10,804**	**10,322**	**55,062**	**57,090**
M30	478	469	2,676	2,708
Q45	855	2,059	5,644	6,059
G20	1,420	1,660	7,075	6,822
J30	1,534	0	4,738	0
INFINITI	**4,287**	**4,188**	**20,133**	**15,589**
I-Mark	0	10	4	74
Impulse	336	399	2,454	2,038
Stylus	541	1,924	3,065	5,269
ISUZU	**877**	**2,333**	**5,523**	**7,381**
XJ6	760	621	3,548	3,076
XJS	164	270	1,261	1,266
JAGUAR	**924**	**891**	**4,809**	**4,342**
LAMBORGHINI*	**13**	**13**	**78**	**78**
ES250/300	2,846	1,547	17,411	9,463
LS400	2,135	3,442	15,216	17,277
SC400/300	1,279	1,558	11,142	1,558
LEXUS	**6,260**	**6,547**	**43,769**	**28,298**
LOTUS*	**27**	**27**	**162**	**162**
MASERATI*	**20**	**20**	**120**	**120**
323	1,466	1,148	8,942	9,601
Protege	5,007	4,149	41,327	23,462
626 (import)	24	837	403	9,171
626 (domestic)	*4,203*	*3,174*	*25,339*	*32,686*
MX-6 (import)	5	335	111	987
MX-6 (domestic)	*2,962*	*1,518*	*12,553*	*16,079*
MX-5 Miata	3,142	3,212	14,104	20,352
MX-3	2,979	0	14,438	0
929	1,825	1,073	11,245	7,243
RX-7	710	647	3,132	3,776
MAZDA	**15,158**	**11,401**	**93,702**	**74,622**
190 class	1,654	1,009	8,830	7,360
300 class	3,050	1,184	13,094	8,844
S class	1,903	1,854	10,151	7,675
SL Coupe/Roadster	443	691	2,627	4,262
Tourist	73	68	275	278
MERCEDES-BENZ	**7,123**	**4,806**	**34,977**	**28,419**
Tracer	3,707	3,351	20,111	22,168
Capri	984	1,899	7,846	9,894
MERCURY	**4,691**	**5,250**	**27,957**	**32,062**
Diamante	3,817	2,085	11,041	3,773
Mirage (import)	963	512	3,783	14,294
Mirage (domestic)	*3,480*	*1,919*	*7,212*	*9,813*
Galant	3,693	4,393	12,922	19,451
Sigma	0	22	2	132
Precis	89	93	676	1,153
3000GT	969	1,120	5,706	6,844
Expo LRV	437	0	2,565	0
Expo	1,167	0	4,519	0
Wagon	0	13	5	172
MITSUBISHI	**11,135**	**8,238**	**41,221**	**45,819**
Sentra (import)	5,614	2,562	25,827	11,564
Sentra (domestic)	*13,055*	*9,947*	*57,705*	*61,022*
Pulsar	0	5	0	30
NX	816	875	4,485	2,688
Stanza	9,389	5,658	31,811	32,784
Maxima	7,156	10,985	40,998	46,714
240SX/200SX	4,039	3,171	14,474	15,904
300ZX	1,123	1,117	5,118	6,987
Hawaii	0	0	256	1,102
NISSAN	**28,137**	**24,393**	**122,971**	**117,309**
PEUGEOT	**37**	**343**	**315**	**2,102**
PONTIAC LeMans	**1,468**	**3,563**	**9,074**	**17,568**
944S/Cabriolet	185	116	662	475
911 Carrera 2	180	158	916	1,193
911 Turbo	21	50	234	249
911 Carrera 4	21	62	305	385
928S4/GT	21	21	97	135
PORSCHE	**428**	**407**	**2,214**	**2,427**
ROLLS/BENTLEY	**22**	**22**	**132**	**132**
900	292	205	2,134	2,864
900S	1,182	410	4,415	3,838
900 Turbo	555	261	2,159	2,753
9000S	981	308	2,495	2,013
9000CD	637	198	1,600	1,385
9000 Turbo	362	156	919	1,010
Tourist	17	11	69	40
SAAB	**4,026**	**1,549**	**13,791**	**13,983**
STERLING	**0**	**286**	**0**	**1,439**
Legacy (import)	848	1,877	5,165	10,374
Legacy (domestic)	*5,647*	*6,416*	*27,526*	*24,159*
Loyale	4,394	2,244	16,127	15,922
XT/XT6	0	84	0	926
Justy	246	392	1,991	3,777
SVX	229	0	1,790	0
SUBARU	**5,717**	**4,597**	**25,073**	**30,999**
Swift (import)	514	340	2,951	2,196
Swift (domestic)	*3*	*57*	*109*	*365*
SUZUKI	**514**	**348**	**2,951**	**2,196**
Corolla (import)	3,070	3,617	34,015	33,682
Corolla (domestic)	*14,322*	*11,448*	*68,874*	*57,780*
Paseo	3,195	2,847	19,995	4,098
Tercel	7,332	9,052	47,441	53,710
Celica	3,559	4,504	21,306	35,680
Supra	89	312	653	1,859
Camry (import)	4,408	4,150	34,675	32,465
Camry (domestic)	*18,462*	*18,811*	*103,231*	*92,889*
Cressida	412	737	1,943	5,077
MR2	492	715	3,270	5,920
TOYOTA	**22,557**	**25,934**	**163,396**	**172,491**
Cabriolet	808	667	4,458	3,124
Corrado	233	259	1,830	3,067
Jetta	4,035	4,331	17,004	20,323
Golf/GTI	1,051	1,398	6,185	7,316
Passat	1,114	1,187	5,741	7,990
Fox	700	909	5,226	7,570
VOLKSWAGEN	**7,941**	**8,759**	**40,444**	**49,490**
240 series	2,843	1,657	13,628	15,800
700 series	2,183	4,486	9,600	17,029
940 series	3,833	791	15,229	6,203
Tourist	109	99	258	225
VOLVO*	**8,968**	**7,813**	**38,715**	**39,257**
YUGO	**0**	**228**	**1,412**	**1,229**
IMPORT TOTAL	**195,254**	**184,884**	**1,031,789**	**1,041,034**

*Estimate • Includes units produced in Canada

Compiled by Karen Dethowski

Smyrna cost-cutting added to Nissan's surprise profitability

LINDSAY CHAPPELL
Staff Reporter

Flipping off light switches and reducing cardboard waste at Nissan Motor Manufacturing Corp. U.S.A.'s auto plant in Tennessee helped boost corporate profits for its Japanese parent last year.

No one seemed more surprised than local officials by comments from Tokyo last month crediting Smyrna's cost-cutting efforts for helping Nissan pocket a $675 million profit.

Analysts at the time were predicting gloomier results.

Nissan officials won't say how much their aggressive waste reduction program contributed toward the profit, but the payoff has been real.

"We didn't know it would help as much as it did, but we far outperformed even our own productivity targets," said Emil Hassan, vice president of operations at Nissan Motor Manufacturing Corp. U.S.A. in Smyrna, Tenn.

During the fiscal year that ended March 31, Smyrna built 262,000 Sentras and light pickups, an increase of more than 23,000 vehicles over the previous year. Even while putting out more vehicles, Nissan aimed at reducing controllable labor and overhead expenses — everything but fixed costs — for the year by 7 percent. In fact, the savings exceeded 10 percent, Hassan said.

"This year, we've targeted 7 percent again," he said. "You cannot expect to make a 7 percent gain year after year, but we will try."

Hassan said the company looked for better efficiency throughout the plant. Workers were asked to turn off lights when the assembly line stopped for lunch breaks and to avoid waste of indirect materials, such as sandpaper and buffing pads.

Some of the tactics have been decidedly low-tech — such as improving shop-floor cleanliness. The renewed emphasis on housekeeping meant less clutter and better organization at work stations.

Nissan saw results from a two-year effort to have suppliers ship their parts in returnable containers. That meant fewer cardboard boxes around the work place, less waste to contend with and lower labor and handling costs.

"No idea was too small to consider," said Hassan, who declined to reveal how much money the campaign saved. AN

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply July 1, 1992	Days' Supply June 1, 1992
ALFA ROMEO (imp.)	1,886	96	116
Acura (imp.)	35,866	72	77
Domestic car	10,800	53	66
Imported car	33,900	58	77†
Honda	133,798	54	62
AMERICAN HONDA	166,598	57	81
BMW (imp.)	17,166	67	82
Summit	4,700	178	255
Talon	9,400	81	95
Premier	300	61	52
Wrangler (trk.)	8,300	40	36
Cherokee (trk.)	22,200	55	69
Grand Wagoneer (trk.)	10,300	37	31
Comanche (trk.)	900	77	85
Total Jeep-Eagle	14,400	98	118
Total Jeep-Eagle (imp.)	5,400	132	138
Total Jeep-Eagle (trk.)	41,700	48	56
Laser	9,400	101	100
Sundance	16,300	62	69
Acclaim	16,400	67	49
Voyager (trk.)	37,400	46	46
Total Plymouth	42,186	77	85
Total Plymouth (trk.)	37,400	46	46
LeBaron A	6,500	90	67
LeBaron J	13,900	64	67
Fifth Avenue	8,900	57	56
Imperial	1,400	70	96
New Yorker C	3,500	61	67
Town & Country (trk.)	1,900	24	23
Total Chrysler	33,286	68	71
Total Chrysler (imp.)	13,386	126	154
Total Chrysler (trk.)	1,886	24	23
Shadow	18,500	47	59
Monaco	200	93	73
Daytona	5,000	123	89
Spirit	16,000	89	65
Dynasty	10,800	36	40
Vans (trk.)	16,000	73	72
Ram Wagon (trk.)	1,700	21	17
Caravan (trk.)	39,200	40	41
Caravan C/V (trk.)	1,300	33	42
Ram 50 (imp. trk.)	3,600	231	248
Ramcharger (trk.)	600	54	44
Dakota (trk.)	37,900	76	75
Pickups (trk.)	22,300	83	79
Total Dodge	98,100	66	68
Total Dodge (imp.)	7,100	115	128
Total Dodge (trk.)	123,786	56	57
Total domestic car	138,900	67	67
Total imported car	35,366	125	143
Total domestic truck	294,786	52	54
CHRYSLER CORP.	370,286	69	69
Imported car	0	0	24
Imported truck	0	0	19
DAIHATSU	0	0	23
Escort	70,800	70	68
Mustang	22,000	59	60
Tempo	32,900	37	40
Taurus	57,500	42	53
Thunderbird	18,500	56	61
Probe	15,000	73	84
Crown Victoria	27,400	67	71
Vans (trk.)	45,200	100	107
Aerostar (trk.)	25,300	36	41
Club Wagon (trk.)	5,200	36	44
Ranger (trk.)	77,300	75	86
Bronco (trk.)	5,300	89	85
Explorer (trk.)	55,400	51	55
Pickups (trk.)	144,100	78	85
Total Ford Div.	344,100	64	61
Total Ford Div. (imp.)	10,100	84	129
Total Ford Div. (trk.)	367,886	67	74
Topaz	17,200	49	61
Sable	22,300	49	50
Cougar	13,500	70	75
Grand Marquis	23,600	61	76
Total Mercury	76,600	56	63
Total Mercury (imp.)	10,300	107	108
Continental	8,200	75	70
Town Car	17,300	46	43
Mark VII	1,900	136	134
Total Lincoln	27,400	56	51
Total L-M Div.	104,000	59	60
Total domestic car	348,100	56	61
Total imported car	20,400	98	116
Total domestic truck	357,800	67	74
FORD MOTOR CO.	736,300	61	66
Somerset/Skylark	14,200	92	95
Century	16,800	40	37
Regal	26,600	80	75
LeSabre	33,000	65	56
Roadmaster	13,000	68	100
Reatta	0	0	107
Electra/Park Ave.	16,900	93	106
Riviera	3,800	90	91
Total Buick	104,300	64	69
Allante	1,300	163	133
Seville	13,200	129	85
DeVille	17,000	33	43
Brougham	5,700	248	154
Eldorado	12,700	191	135
Total Cadillac	49,900	80	90
Geo Prizm	20,700	58	94
Cavalier	48,400	57	60
Camaro	14,500	55	54
Corsica/Beretta	21,800	30	38
Lumina	54,500	54	67
Caprice	23,400	48	71
Corvette	5,600	77	69
Vans (trk.)	40,200	117	149
Sportsvan (trk.)	1,500	39	26
Geo Tracker (trk.)	13,300	84	95
Astro (trk.)	35,000	67	66
Lumina APV (trk.)	10,100	58	69
S10 (trk.)	60,100	80	92
S10 Blazer (trk.)	38,100	65	67
Blazer (trk.)	3,900	54	63
Suburban (trk.)	4,800	24	25
Pickups (trk.)	124,500	74	82
Total Chevrolet	186,800	48	56
Total Chevrolet (imp.)	61,500	178	244
Total Chevrolet (trk.)	331,500	75	81
Achieva/Calais	20,700	99	81
Cutlass Ciera	19,600	35	49
Cutlass Supreme	20,000	57	54
Eighty Eight	25,000	102	105
Ninety Eight	12,600	55	123
Toronado	2,400	129	161
Silhouette (trk.)	3,800	59	83
Bravada (trk.)	2,000	60	67
Total Oldsmobile	108,900	62	71
Total Oldsmobile (trk.)	6,400	63	76
Sunbird	14,400	53	58
Firebird	6,500	69	77
Grand Am	30,000	36	38
Pontiac 6000	0	0	0
Grand Prix	19,200	45	46
Bonneville	24,100	72	79
Trans Sport	7,300	56	55
Total Pontiac	94,000	48	51
Total Pontiac (imp.)	5,200	92	97
Total Pontiac (trk.)	7,300	56	55
Vans (trk.)	18,400	147	153
Salen (trk.)	13,300	76	85
S15 Sonoma (trk.)	17,000	104	99
S15 Jimmy (trk.)	12,000	60	81
Jimmy (trk.)	2,000	126	134
Suburban (trk.)	4,400	54	65
Pickups (trk.)	47,200	91	98
Total GMC (trk.)	115,200	93	97
Total Saturn	18,700	23	36
Total domestic car	466,300	61	69
Total imported car	66,700	166	210
Total domestic truck	460,400	77	84
GENERAL MOTORS	1,110,400	63	69
HYUNDAI (imp.)	24,900	68	56
Imported car	2,500	74	80
Truck (dom./imp.)	43,500	116	128
ISUZU	46,000	112	123
JAGUAR (imp.)	1,400	48	42
Domestic car	13,600	40	40
Imported car	37,300	64	69
Truck (dom./imp.)	37,300	112	86
MAZDA	86,200	74	75
MERCEDES-BENZ (imp.)	5,200	38	34
Domestic car	22,300	67	65
Imported car	34,200	90	163
Imported truck	9,300	123	149
MITSUBISHI	65,800	79	146
Infiniti (imp.)	7,900	48	56
Domestic car	30,700	61	95
Imported car	60,000	63	97
Truck (dom./imp.)	49,200	95	1111
Nissan	148,500	71	100
NISSAN MOTOR CORP.	156,400	69	90
PEUGEOT (imp.)	0	0	26
PORSCHE (imp.)	1,500	91	127
RANGE ROVER (imp. trk.)	1,100	88	80
SAAB (imp.)	5,800	37	35
Domestic car	29,400	135	154
Imported car	21,700	99	111
SUBARU	51,100	117	130
Car (dom./imp.)	2,400	123	105
Truck (dom./imp.)	6,400	100	90
SUZUKI	8,800	105	93
Lexus (imp.)	5,300	22	19
Domestic car	34,000	27	25
Imported car	40,900	47	42
Imported truck	37,700	47	44
Toyota	112,500	38	35
TOYOTA MOTOR SALES	117,800	37	34
Audi (imp.)	6,300	173	195
Volkswagen (imp.)	31,900	101	114
Volkswagen (trk.)	100	65	200
VW/Audi	37,400	109	121
VOLVO (imp.)	14,800	41	62
Domestic car	1,178,200	49	61
Imported car	523,400	76	96
TOTAL CAR	1,701,600	54	65
Domestic truck	1,022,900	83	72
Imported truck	184,600	84	93
TOTAL TRUCK	1,207,500	66	73
TOTAL STOCK	2,900,100	59	68

†Revised

Inventories drop to 59 days

GWENDOLYN ZONGHETTI
Special Correspondent

Strong June sales cut the industry's inventory of cars and light trucks to a 59-day supply on July 1, down from 68 days June 1.

Domestic car inventories declined to a 49-day supply on July 1 from 61 days a month earlier. Imported-car stockpiles dropped to 70 days from 86 days.

Domestic light-truck supplies fell to 63 days from 72 days on June 1, and import truck inventories rose slightly to 84 days from 83 a month earlier.

"Import trucks simply are not selling as well as American trucks," said auto analyst Wendy Beale-Needham of the New York brokerage Smith Barney, Harris Upham & Co.

Chrysler Corp. held steady at a 60-day supply, and General Motors' stockpile fell to 63 days from 69 a month earlier.

"I think Chrysler is doing a good job handling its inventories especially with the uncertainty of introducing its new models," said Beale-Needham. "Chrysler now has to start building a responsible inventory of new cars."

Carefully tailored production schedules for Ford Motor Co. resulted in a decline in days' supply to 61 from 66 on June 1.

Inventories also fell for the most of the major Japanese-based companies. U.S.-built Honda Accords had their best sales month of the year at 35,000 units, and American Honda Motor Co.'s inventory fell to 57 days down from an 81-day supply on June 1.

NISSAN

The trend favors Michigan

continued from PAGE 7

the Akebono Brake Systems Engineering Center and Asahi Glass are near Nissan's facility.

SPACIOUS DIGS

The Farmington Hills facility consists of two interconnected buildings with 340,000 square feet of floor space sitting on approximately 50 acres.

In one building are the prototype testing labs and a styling studio. This building houses a shower chamber, chassis alignment machines, a salt-spray booth, a four-post shaker, a metal analysis lab, a lateral shaker and an anechoic chassis dynamometer.

The second building is home to research and development. The first floor houses design and test engineering for prototypes. The first floor also has a large fitness center equipped for aerobics classes or fitness machine workouts.

The second floor is the vehicle engineering area where everything from interiors and safety systems to chassis and fuel systems are handled. The third floor has the executive offices, technical planning and service parts engineering.

The building also has an 11,500-square-feet atrium with 50-foot ceiling. It is used as a multipurpose gathering area and cafeteria. The building also includes conference rooms and private dining rooms.

TOP TALENT POOL

Other foreign carmakers have built research and engineering centers in the Detroit metropolitan area. They have discovered what Nissan's Kazumasa Katoh, director of the technical planning and the corporate planning offices, described as a rich strata of automotive engineering and technical talent.

> "It is not easy to hire such people (as auto engineers) and even more difficult to move them."
>
> KAZUMASA KATOH
> NISSAN R&D

Katoh said a Nissan survey conducted in 1989 revealed that about 90 percent of America's auto design engineers were located in the Detroit area. No surprise.

"That really represents about 20,000 to 30,000 individuals with these highly specialized skills," said Katoh. "But it is not easy to hire such people and even more difficult to move them."

What the initial survey did not reveal is the difficulty and expense of getting seasoned, well-paid engineers with deep community roots to leave Michigan.

Nissan and others quickly discovered that those individuals would require enormous salary increases to already healthy pay and benefits to duplicate their lifestyles in other locations. So Asian manufacturer mountains moved to the engineering Mohammeds.

"In the 1970s and early 1980s, it was almost the fashion to establish design facilities in California," said Katoh. "But the current trend is to style, design and engineer in Detroit. For dream cars, California is fine. But for real vehicles, Detroit is it."

Nissan's drive to purchase U.S.-made componentry is part of the company's desire to transfer increasing responsibility to its design, engineering, manufacturing and marketing operations in North America and Europe, in addition to its Japanese facilities.

Nissan requires that its suppliers have engineering and testing capabilities for their parts.

Traditionally, carmakers would design and engineer the part. Then, engineering drawings would be delivered to the supplier. Nissan engineers say this allowed no time for changes that might enhance quality, reduce cost or simplify manufacturing.

Nissan's "design-in" approach to parts procurement requires component supplier engineers and supplier development engineers to work with Nissan to enhance quality and reduce cost. To facilitate the close working relationship, the center features small rooms in which suppliers can set up temporary offices when working with the company. AN

Big 3 to develop new crash dummies

ARLENA SAWYERS
Staff Reporter

In the spirit of safety cooperation, the Big 3 have joined forces to develop crash dummies that more closely duplicate human body response in vehicle crashes.

Billing itself as the Occupant Safety Research Partnership, General Motors, Ford Motor Co., and Chrysler Corp. announced the partnership last week.

The alliance allows the auto companies to reduce their individual investment and avoid duplication by pooling technical and financial resources.

Ultimately, the goal of the consortium is to provide technology for safer vehicles.

"We're very excited about what the consortium can do," said Robert Munson, director of the automotive safety office at Ford.

"We're going to develop a more human-like dummy and share the information through seminars and papers. We won't hold it close to the vest."

GM developed the Hydrid III crash-test dummy in 1989 to study the issue of lap belt submarining.

Jack Dinan, spokesman for GM's research and environmental staffs, said a "superior human surrogate" will allow researchers to study vehicle crashes as they relate to closed head and neck injuries; injuries to lower extremities that include the feet, ankles and lower legs; and injuries to the midsection, which includes the heart, lungs, liver and bowels.

"Our goal is to reduce and mitigate injury and reduce fatalities," said Dinan. "The ultimate benefit is to the consumer."

Dinan and Munson said the group has not received any federal funding, but they did not rule out the possibility. They said the group will work closely with the National Highway Traffic Safety Administration.

"The United States government has a vested interest in this," said Dinan.

The alliance is the ninth such effort by the Big 3. Among the other joint projects are battery research for electric vehicles and cleaner vehicle emissions. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 1-10, 1992	July 1-10, 1991
ALFA ROMEO (imp. car)*	54	80
Acura (imp. car)	1,630	2,988
Domestic car	6,166	8,803
Imported car	2,790	3,024
Honda	8,956	11,827
AMERICAN HONDA	10,586	14,815
ASTON MARTIN		
Imported car*	1	1
BMW (imp. car)*	1,325	801
Domestic car*	2,297	2,071
Imported car*	0	15
Domestic truck*	112	108
Chrysler Division*	2,409	2,1[illegible]
Domestic car*	6,468	5,8[illegible]
Imported car*	544	757
Domestic truck*	12,700	12,189
Imported truck*	81	75
Dodge*	19,793	18,831
Domestic car*	673	607
Imported car*	230	170
Eagle*	904	777
Domestic truck*	4,906	4,709
Jeep*	4,906	4,709
Domestic car*	3,762	3,392
Imported car*	327	321
Domestic truck*	4,682	4,494
Plymouth*	8,770	8,206
Domestic car*	13,200	11,899
Imported car*	1,101	1,243
Domestic truck*	22,400	21,500
Imported truck*	81	75
CHRYSLER CORP.*	36,782	34,717
Imported car*	89	148
Imported truck*	33	60
DAIHATSU*	122	207
FERRARI (imp. car)*	16	16
Domestic car	33,135	27,986
Imported car	678	734
Domestic truck	32,388	31,972
Ford Division	66,201	60,592
Domestic car	4,121	5,208
Lincoln	4,121	5,208
Domestic car	10,909	8,099
Imported car	1,215	1,670
Mercury	12,124	9,769
Domestic car	48,165	41,293
Imported car	1,893	2,404
Domestic truck	32,388	31,972
FORD MOTOR CO.	82,446	75,569
Domestic car	15,095	15,427
Buick	15,095	15,427
Domestic car	3,374	3,901
Cadillac	3,374	3,901
Domestic car	25,438	38,437
Imported car	1,686	4,018
Domestic truck	27,449	32,628
Imported truck	58	20
Chevrolet	54,631	75,103
GMC	9,677	7,685
Domestic car	11,292	15,256
Domestic truck	469	969
Oldsmobile	11,761	16,225
Domestic car	11,755	12,368
Imported car	283	1,049
Domestic truck	569	577
Pontiac	12,607	13,994
Domestic car	6,674	2,370
Saturn	6,674	2,370
Domestic car	73,628	87,759
Imported car	1,969	5,067
Domestic truck	38,164	41,859
Imported truck	58	20
GENERAL MOTORS	113,819	134,705
HYUNDAI*†	2,161	2,064
Imported car*	175	467
Domestic truck	866	410
Imported truck*	1,958	2,157
ISUZU*	3,000	3,033
JAGUAR (imp. car)*	185	178
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	1,099	781
Imported car*	3,032	2,280
Domestic truck	179	180
Imported truck*	1,734	2,432
MAZDA*	6,043	5,673
MERCEDES-BENZ		
Imported car*	1,425	961
Domestic car	1,387	1,987
Imported car*	2,227	1,648
Imported truck*	393	416
MITSUBISHI*	4,007	4,050
Infiniti	857	838
Domestic car	1,939	2,036
Imported car*	5,627	4,879
Domestic truck	1,677	2,473
Imported truck*	2,704	2,791
Nissan*	11,947	12,178
NISSAN MOTOR CORP.	12,804	13,016
PEUGEOT (imp. car)*	7	69
PORSCHE (imp. car)*	86	81
RANGE ROVER		
Imported truck*	66	38
ROLLS/BENTLEY		
Imported car*	4	4
SAAB (imp. car)*	805	310
STERLING (imp. car)*	0	57
Domestic car	778	1,089
Imported car*	1,143	919
SUBARU*	1,921	2,008
Imported car	103	68
Imported truck	333	259
SUZUKI†	436	327
Lexus (imp. car)	1,587	1,316
Domestic car	8,162	8,411
Imported car	5,701	6,425
Domestic truck	1,667	0
Imported truck	4,086	5,189
Toyota	19,616	20,025
TOYOTA MOTOR SALES	21,123	21,341
Audi (imp. car)*	189	267
Imported car*	1,588	1,752
Imported truck*	8	116
Volkswagen*	1,596	1,868
VWoA*	1,786	2,135
VOLVO*†	1,794	1,403
YUGO (imp. car)*	0	46
Domestic car	154,524	164,058
Imported car	39,497	41,815
TOTAL CAR	194,021	205,873
Domestic truck	97,341	98,394
Imported truck	11,453	13,552
TOTAL TRUCK	108,794	111,946
TOTAL CAR & TRK.	302,815	317,819

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

MINIVANS

Sales keep rising, but limit is in view

continued from PAGE 1

Group. His studies now "point to a slowing in the van market, not a beating." He sees 1.2 million minivan sales in 1995.

One reason for the change is that makers have been trying to broaden their minivans' appeal by making them more like cars. What whetted people's appetites for minivans in the 1980s — cargo space and seven seats — is simply basic fare today, says Bill Bivens, manager of truck and utility vehicle marketing at Nissan Division.

Now, customers want their minivans to be like sedans — with all the safety and convenience that goes with them, Nissan says. The company likes to compare the Quest to its own Maxima. The Quest's 3.0-liter V-6 comes from the Maxima. Though the Quest/Villager is classified as a truck, it has 5-mph bumpers and meets more-stringent passenger-car safety standards. One glaring omission for 1993 — an airbag — will arrive next year.

Still, there are limits to what you can do with what Nissan's design vice president Jerry Hirshberg calls a "large, flexible volume on four wheels."

Given those constraints, and not wanting to make it too big, Nissan has tried to make the Quest/Villager more versatile by jockeying the back seats.

The middle and rear seats can seat five, or be removed, or slide into new positions, or fold into shin-high tabletops.

Nissan hopes such features will help people overcome their reluctance to buy minivans. As Nissan sees it, people don't really *want* to buy minivans, they *need* to. And the more style and performance and handling the makers can provide, the less people will regret moving out of a sedan.

Some possibilities for minivan spinoffs will also address the apologists. One industry analyst says several automakers are exploring concepts in the upper-$20,000 range.

Chrysler also sees brighter prospects for luxury minivans. Chrysler's Town & Country, whose priciest version is the market's most expensive at $26,611, has begun to show some sales life. Its 7,880 sales through June have already passed the total for all of 1991, thanks in part to juicy incentives.

The growing availability of long-wheelbase versions has also created room for movement within minivans.

Chrysler's Winter says that entry-level buyers tend to buy short-wheelbase versions. As they become more affluent, they switch to the longer wheelbase.

Still, there may be limits to how much people will spend on a vehicle that will be subject to the daily ravages of muddy sneakers and toppled ice cream cones. "I don't envision $50,000 to $60,000 minivans," Winter says.

But demographics show more room for growth. By 2000, the biggest chunk of the adult population will 35 to 44 years old — the ripest time for minivan purchasers, according to Nissan's data. The number of U.S. families with children is projected to rise through the end of the decade.

Automakers also bank on some current minivan owners to buy again once their nests are empty — there will be grandkids to haul around.

Even now, Lincoln-Mercury expects about a fourth of its Villager buyers to be folks whose kids have grown. The median age for a Mercury customer is 55 years old.

Beyond age, there are other limits on growth.

William Pochiluk, president of the Autofacts Inc. consulting firm, thinks prices will become more of a barrier once minivans are required to meet passenger-car safety standards later in this decade.

In addition, he says, minivans will have to compete for sales with another part of the truck world that is becoming more and more like cars: sport-utilities.

Altima, Quest to test Nissan boss

DAVID VERSICAL
National Editor

DEL MAR, Calif. — No one was more surprised than Earl Hesterberg when he was appointed head of Nissan Division's U.S. sales ann last summer.

After all, at 37, he was far younger than most division general managers in the industry.

He had spent most of his career in parts and service — not sales — first at Ford Motor Co., then at Nissan Motor Corp. in U.S.A

And he had only 18 months under his belt in a national car sales position, as the No. 2 man at Nissan's Infiniti Division.

"This job was probably as far from my mind as it was from anyone else's," Hesterberg admitted in an interview last week. But Nissan tapped him for his youth and his smarts. Now, after a sales year that's been "a little tougher than expected," Nissan's general manager faces his biggest tests:

Hesterberg: a new Nissan

- Sell the 50,000 Nissan Quest minivans that Ford Motor Co. will build for Nissan annually. Only once has an import minivan (Toyota Previa in 1991) done that.
- Double the sales for Altima, this fall's successor to the Stanza. That would make Nissan a contender in the heart of the market, the family intermediate segment.

To add a twist to the challenge, Hesterberg took over just as Nissan was beginning a massive overhaul of its regions. Under the program, the heart of Nissan's field operations has been shifted away from its Gardena, Calif., headquarters to 97 "dealer operations managers" who serve six to 15 dealers.

The switch from 11 to seven regions is now finished. Now, all that remains is the execution. At stake is another element in Hesterberg's plan: to elevate Nissan's brand image to a level with Honda and Toyota.

"We still have quite a distance to travel," he says.

His journey will be watched closely. Sales and profits at Nissan Motor Co. Ltd. in Japan are suffering, and U.S. sales of Nissan models slipped from a 1985 peak of 830,767 to 548,460 in 1991.

Hesterberg says he doesn't feel any extra pressure because of the parent company's struggles. "I always felt a different kind of pressure — and that was the kind of pressure that you put on yourself."

As a kid, he spent more time playing sports than dreaming about cars. He played center on a football scholarship at Davidson College in North Carolina. He later earned a master's in business administration at Xavier University in Cincinnati, his home town.

His first job at Ford was answering phone calls from angry parts and service customers. He says the auto business has consumed him ever since.

And while he struggles to describe his management style, he says his biggest problem is wanting to know everything that's going on. That can lead to overmanaging. "I have to work hard to stay out of things," he says. "You have to trust your people."

Dealers say that while the localization plan is a good long-term strategy, it has disrupted the entire organization. Eight hundred people have shifted jobs already, and many have been more focused on where and what their next job would be than on selling and servicing Nissans.

With that distraction and the wait for new products, Nissan sales have slipped a bit this year while the overall market has improved.

But the program represents Nissan's plan to rank with Lexus and Infiniti and Saturn in customer satisfaction. While Hesterberg says his 18 months at Infiniti were invaluable, "you can only learn so much from people who started dealerships from scratch and have brand new facilities."

The dealer operations managers will live in the community where they work and will be Nissan's eyes for that market's needs. They'll also be Nissan's conduit to the showroom.

He concedes that the company must do far more talking to its dealers about how it does business. Hesterberg wants to codify a few crucial processes — such as delivering parts and taking a service order — and have them done the "Nissan way."

He plans to deliver the first process, on vehicle delivery, to dealers at their meeting next month in Nashville, Tenn.

The Quest and the Altima will play key roles in expanding Nissan's image another way. Nissan officials point out that the 1985 sales peak was an artificial high because the company was pushing low-profit Sentras and pickups from its U.S. assembly plant.

Since then, cars like the 240SX and 300ZX have helped give Nissan an image as a go-fast company. Now, Nissan wants to broaden its following to the sales mainstream.

The Quest will help by bringing new shoppers into the showroom. Nissan now sells fewer than a third of its cars to families with children. Three-fourths of Quest buyers are expected to fit that mold.

The Altima, too, will stretch Nissan's reach. Nissan has never sold more than 100,000 Stanzas in a year. Hesterberg wants to reach 150,000 Altimas by 1995, and Nissan has built a 200,000-unit plant in Smyrna, Tenn. to provide them.

As with the rest of his challenges, Hesterberg says he's not wasting energy worrying about the scope of this one.

"Are we too high in our expectations?" he asks.

"I guess we're going to find out. AN

Early July sales drop

JIM HENRY
Staff Reporter

NEW YORK — Mostly because of a decline at General Motors, light-truck sales for early July slipped below the year-ago period for only the second time in 1992.

Combined car and truck sales slipped 4.7 percent to 302,815, including estimates for Chrysler Corp. and for most imports, which report sales only once a month. There were eight selling days for the period this year and last.

Truck sales, including pickups, minivans and sport-utilities, fell 2.8 percent to 108,794. Early May was the last time that 10-day truck sales slid below 1991.

GM accounted for most of the decline, reporting a drop in light-truck sales of 8.7 percent. Chevrolet trucks were 15.7 percent below last year. On the other hand, GMC Trucks had a 25.9 percent increase, mostly because of a 52.8 percent leap for the R/V pickup.

Car sales for July 1-10 fell 5.8 percent to 194,021. The decline follows an increase in rental-car sales last month as fleets stocked up for a summer travel boom.

Ford Motor Co. saw its 10-day car sales rise 14.6 percent. That includes a 34.7 percent jump for Mercury's domestic-built cars, which are popular with rental fleets.

Ford truck sales were about even with last year, up 1.3 percent to 32,388.

Automotive News estimated Chrysler Corp. gained 6.0 percent to 36,782 units, with an improvement in both cars and trucks.

Japanese nameplates fell 6.9 percent overall.

American Honda Motor Co. Inc. plunged 28.6 percent to 10,586.

Nissan Motor Corp. in U.S.A. dropped slightly, down 1.6 percent.

Toyota Motor Sales U.S.A. Inc. also posted a small decline compared to a strong year-ago period, off 1.0 percent to 21,123 cars and trucks. AN

Automakers tinker with incentive deals

ARLENA SAWYERS
Staff Reporter

Cadillac, Hyundai Motor America, American Honda Motor Co. Inc., Volkswagen United States, and Saab Cars USA Inc. are among the manufacturers making incentive changes.

Cadillac increased the customer rebate on 1992 DeVille, Brougham and Fleetwood from $1,500 to $2,000. The plan expires Sept. 23.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAM

ACURA (1992 models; expires Aug. 3)

Integra	$500

HONDA (1992 models; expires Aug. 3)

Accord	$200-1,500 based on quota
Civic	$400

CONTINUING PROGRAMS

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (1992 models, expires Sept. 23)

Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000

ISUZU (expires Sept. 30)

Impluse (1991)	$2,500
Impulse (1992)	$1,500
Stylus (1991 Calif.)	$800-2,000
Stylus (1991)	$800-1,100
Stylus (1992)	$500
*Pickup (1991-'92)	$800-1,600
*Rodeo (1991-'92)	$400-1,400

*Dealer can choose flat payment or one based on number sold.
Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1991-92 models, expires July 31)

Mirage	$500-1,000, quota
Galant	$1,000-1,500, quota
Galant VR-4	$500-3,000, based on number sold
(Galant VR-4 payments are in addition to other Galant rebates.)	
Eclipse	7% of sticker, starts with second sale
Pickup	$1,000-1,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (1992 models, expires Aug. 3)

Loyale	$500
Legacy (invoiced before Feb. 4)	$1,000
Legacy (invoiced after Feb. 4)	$1,500

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

TOYOTA (expires Aug. 3)

Tercel (1991-92)	0-$300, quota
Corolla (1992)	$700-$1,500, quota
Pickups	$200-1,400, quota

VOLKSWAGEN (1992 models; expires July 31)

Corrado (exclude V-6), Cabriolet	$1,500
Passat	$750
Jetta, GL and Carat	$500
Golf (exclude diesel), Fox	$500

incentive WATCH

Hyundai is paying customer rebates of $1,000 to $2,000 on 1991 cars and $500 to $2,000 on 1992 cars until Oct. 2.

Honda is paying dealers from $250 to ~~$1,500~~ on 1992 Accords based on quota, and $400 on 1992 Civics.

Honda's **Acura** division is paying a $500 dealer incentive on 1992 Integra. Honda and Acura programs expire Aug. 3.

Through July 31, **Volkswagen** is paying factory-to-dealer incentives of $500 to $1,500 on most of its cars.

Saab extended its special lease and retail finance plans through Aug. 3 on 1992 Saab 900 and 9000 models.

The lease plan requires no money down and payments as low as $317 a month for 48 months on the 900 model and $348 a month for 48 months on 9000.

The retail finance program offers finance rates as low as 2.1 percent for the 9000 and 3.9 percent for the 900. The retail finance program requires a 25 percent down payment.

Special Correspondent Charles E. Ramirez contributed to this report.

SHARES

Trucks load up more of market

continued from PAGE 1

Subcompacts make up only about 10 percent of fleet purchases, whereas they normally account for 20 to 25 percent of retail purchases, Pitcoff said.

The full-sized segment also benefitted from new models such as the Pontiac Bonneville and from 1992 being the first full year of availability for the Ford Crown Victoria and Mercury Grand Marquis. Those cars were out of the market for a good part of 1991 due to model changeover, Pitcoff said.

TRUCK SALES GROWING

All light-truck segments are still growing except for compact pickups, which, with 8.0 percent of the market, were dead even with last year.

Light trucks, with their roominess, versatility, car-like comforts and V-8 engine power, have been gaining ground over downsized cars for the past decade.

Compact sport-utilities and minivans were the fastest-growing segment of the truck market in the first half of the year.

Compact sport-utilities, with 7.0 percent of the market, had an 18.6 percent sales increase during the first half.

Chrysler also expanded the entry-level end of the market by re-pricing and repositioning its Cherokee.

The Ford Explorer outsold its next two closest competitors, the Jeep Cherokee and Chevrolet S10 Blazer, by more than 2 to 1

Full-sized pickups, with 8.5 percent of the market, had a 12.0 percent increase during the half.

Ford's F-series truck held a slight 8,982-unit margin over the Chevrolet C/K.

Minivans, with 7.8 percent of the market, are up 12.3 percent. Chrysler, which used retail rebates on minivans for much of the first half, boosted its share of the segment by 4.6 percentage points to 48.6 percent.

Intermediates, the largest car segment, shrank 1.7 percentage points to 24.5 percent of the market.

Subcompacts, the second-biggest car segment, recorded a 10.4-percent increase.

The Ford Escort was the best-selling subcompact. The second-place Toyota Corolla had a 12.5-percent increase, but the third-place Honda Civic lost share.

The compact-car segment, third-largest, accounted for 9.3 percent of industry sales.

Here, there were more losers than gainers. Essentially, longer trade-in cycles and fewer sales of lease and daily rental cars had their biggest impact.

"It hits mid-sized and compact cars the hardest. That's where most of the business is," said Pitcoff.

The luxury segment was dominated by Cadillac gains, including the segment leader DeVille, fourth-place Seville and eighth-place Eldorado. The Mercedes 300 class and S class had strong gains, but the Lexus SC400/SC300, with a 615.1-percent gain, was the fast-growing nameplate.

U.S. CAR AND LIGHT TRUCK MARKET SHARES

Car	6 Mos., 1992	Pct. share	6 Mos., 1991	Pct. share
Subcompact	1,097,460	16.9	993,711	16.1
Compact	601,279	9.3	654,700	10.6
Luxury	314,299	4.8	308,977	5.0
Near luxury	164,772	2.5	158,242	2.6
Intermediate	1,589,767	24.5	1,616,223	26.2
Standard	370,546	5.7	319,590	5.2
Specialty	67,431	1.0	86,818	1.4
TOTAL	**4,205,554**	**64.8**	**4,138,261**	**67.0**

Light-truck	6 Mos., 1992	Pct. share	6 Mos., 1991	Pct. share
Compact pickup	518,054	8.0	493,386	8.0
Full-sized pickup	553,614	8.5	494,212	8.0
Minivan	507,982	7.8	452,207	7.3
Full-sized van	184,377	2.8	158,092	2.6
Compact sport utility	452,323	7.1	381,329	6.3
Full-sized sport utility	69,292	1.0	61,598	0.9
TOTAL	**2,285,642**	**35.2**	**2,040,824**	**33.0**

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

HYUNDAI (expires Oct. 2)

Sonata (1991)	$2,000
Excel (1991)	$1,200
Scoupe SE (1991)	$1,000
Other Scoupe (1991)	$1,500
Sonata (1992)	$1,500-2,000
Elantra (1992)	$750-1,000
Excel (1992)	$500-750
Scoupe (1992)	$500-750

CONTINUING PROGRAMS

CHRYSLER CORP.

(Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
LeBaron coupe, (1991-93)	$1,500
Imperial ('93), Fifth Ave. ('93)	$1,250
New Yorker Salon, LeBaron sedan and convertible	$1,000
N.Y. Salon ('93)	$750
Dodge Daytona ('91)	$1,500
Spirit Dynasty	$1,000
Daytona (1992-93)	$1,000
Dynasty ('93)	$750
Shadow	$700
Colt 3-dr.(excludes Calif. and Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas, 1991-93)	$1,500
Ram wagon Van/ conversion (1991-93)	$1,000
Dakota, Ram 50	$500
Eagle Talon (awd)	$1,500
Talon (2wd)	$1,000
Summit 4-dr.	$1,000
Summit 3-dr. (except Calif. and Hawaii)	$700
Summit wagon ('92)	$500
Jeep Cherokee	$1,500
Wrangler, Comanche	$500
Cherokee ('93)	$500
Plymouth Laser (awd)	$1,500
Acclaim, Laser (2wd)	$1,000
Sundance	$700
Colt 3-dr. (except Calif. and Hawaii)	$700
Vista	$500
Minivans	
Short wheelbase	$500
Caravan C/V short and long w.b.	$500
Long wheelbase (Calif. and Hawaii only)	$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva	$500
Escort (regional)	0-$400
Mercury Capri	$500
Tracer (regional)	0-$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe, Thunderbird	$1,500
Festiva, Taurus SHO	$1,000
Other Taurus (regional)	$750-1,000
Mustang (regional)	$500-1,000
Tempo, Crown Victoria	$500
Escort (regional)	$400-1,000
Ford Econoline RV	$1,300
Bronco	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-1,000
F series	$300
Lincoln Mark VII	$3,000
Town Car	$2,000
Continental	$2,000
Mercury Cougar	$1,500
Capri (regional)	$1,000-1,500
Sable (regional)	$750-1,500
Tracer (regional)	$400-1,000
Grand Marquis	$750
Topaz	$500
Crown Victoria; Grand Marquis for owners of Ford Motor Co. products)	$1,000

GENERAL MOTORS

1992 models

Expires Sept. 23. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century, LeSabre	$250-1,000
Skylark	$500-1,250
Regal	$750-1,500
Roadmaster, Park Avenue	$1,000
Riviera	$2,000

Rebates based on option package ordered.

Cadillac DeVille, Brougham, Fleetwood	$2,500
Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice	$500
Geo Metro (automatic)	$700
Cavalier	$750
Metro conv.	$1,000
Geo Storm, Geo Prizm, Lumina	$1,500
C/K pickups (until June 30)	$400
C/K pickups (after July 1)	$300
Astro, G-Van	$500
Geo Tracker (2wd), S/T pickup, Lumina APV	$750
Geo Tracker (4wd)	$1,000
G-Van Upfit	$1,300
S/T Blazer	$2,000
GMC Sierra (expires June 30)	$400
G-Van, Safari	$500
Sonoma	$750
Jimmy (exclude Typhoon)	$2,000
Oldsmobile Silhouette, Eighty Eight	$500-1,000
Cutlass Supreme	$500-1,250
Custom Cruiser, Bravada	$500-2,000
Toronado	$500-2,500
Achieva	$750
Cutlass Ciera	$1,000
Ninety Eight	$1,500

Some rebates vary by regions

Pontiac Sunbird, Grand Am	$500
Grand Prix	$500-750
Bonneville, Firebird, Trans Sport	$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23)	$750

MAZDA (1992 models, expires Sept. 8)

Protege, MX-6	$1,400
626	$1,200
MPV	$1,000
Navajo	$750-1,500
Pickups	$750-1,000

Navajo and pickup rebates vary by model and region.

SUBARU (1992 models, expires Aug. 3)

Loyale (fwd sedans)	$500
Loyale (awd wagons)	$500

Video instructs dealers on cash reporting rules

LIZ PINTO
Staff Reporter

The National Automobile Dealers Association and Alert International Inc. have produced a video to help dealers comply with IRS federal cash reporting regulations.

In February, new IRS regulations for reporting cash transactions on Form 8300 became effective, increasing penalties from $100 to $25,000 for those caught violating the law.

The video, *Cash Reporting and Money Laundering Controls — an NADA Compliance Guide*, clarifies the issue of what transactions have to be reported to the IRS.

As before, any purely cash transaction over $10,000 must be reported on Form 8300, including those made in foreign currency.

But the new regulations have expanded the definition of cash to include some cashiers checks, bank drafts, travelers checks and money orders.

For example, personal checks are not considered cash under new IRS rules so transactions, even those of more than $10,000, do not have to be reported.

Also, if a cashier's check is used to pay for a car in an amount of more than $10,000 it also is not treated as cash under the rules, so no Form 8300 is required.

But if a dealer sells a car, say for $13,200, and the customer pays cash of $6,200 plus a cashier's check for $7,000, it must be reported to the IRS.

NADA and Alert say car dealers are easy targets for criminals and their money laundering schemes and many car dealers have already been hit with severe IRS penalties.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
St. Louis (No. 2)	7/20	*
Newark, Del.	7/20, 7/27	*
Belvidere, Ill.	7/20	*
Warren, Mich.	7/20	*
Pillette Rd. (Windsor, Ont.)		***
FORD		
Edison, N.J. Ford Ranger		**
Twin Cities (St. Paul, Minn.) Ford F-series Ford Ranger		**
St. Thomas, Ontario	7/20	***
GENERAL MOTORS		
Lake Orion, Mich.	7/20, 7/27	*
Detroit-Hamtramck, Mich.	7/20, 7/27	*
Arlington, Texas	7/20, 7/27	***
Bowling Green, Ky.	7/20, 7/27	***
Doraville, Ga.	7/20, 7/27	***
Fairfax, Kan.	7/20, 7/27	***
Buick City (Flint, Mich.)	7/20, 7/27	***
Lake Orion, Mich.	7/20, 7/27	***
Lansing, Mich. (C plant)	7/20, 7/27	***
Lansing, Mich. (M plant)	7/20, 7/27	***
Lordstown, Ohio	7/20, 7/27	***
Oklahoma City	7/20, 7/27	***
Spring Hill, Tenn.	7/20, 7/27	***
Van Nuys, Calif.	7/20, 7/27	***
Wentzville, Mo.	7/20, 7/27	***
Willow Run, Mich.	7/20, 7/27, 8/3, 8/10, 8/17	***
Wilmington, Del.	7/20, 7/27	***
Oshawa, Ontario (No. 1)	7/20, 7/27	***
Oshawa, Ontario (No. 2)	7/20, 7/27	***
Baltimore	7/20, 7/27	***
Detroit	7/20, 7/27	***
Fort Wayne, Ind.	7/20, 7/27	***
Janesville, Wis.	7/20, 7/27	***
Lordstown, Ohio	7/20, 7/27	***
Moraine, Ohio	7/20, 7/27	***
Pontiac, Mich. (East)	7/20, 7/27	***
Pontiac, Mich. (West)	7/20, 7/27, 8/3	***
Shreveport, La.	7/20, 7/27	***
Tarrytown, N.Y.	7/20, 7/27	***
Oshawa, Ontario	7/20, 7/27	***
Scarborough, Ontario	7/20, 7/27	***
CAMI		
Ingersoll, Ontario	7/20, 7/27	***
HYUNDAI		
Bromont, Ontario Hyundai Sonata	7/20, 7/27	***

*Model changeover
**Plant closed until September for model changeover
***Vacation.
Source: Automotive News Data Center

CORRECTED GENERAL MOTORS TRUCK PRODUCTION

The production table in the July 13 issue had incorrect numbers for GM's U.S. truck production for June. Revised totals for the month are:

	June Total
Astro	13,539
Blazer	2,869
Lumina APV	5,089
Mediums/Heavies	820
P-Model	2,940
Pickups	27,367
S10	18,176
S10 Blazer	11,844
Sportsvan/Van	0
Suburban	7,124
Total Chevrolet	**89,768**
Jimmy	674
Mediums/Heavies	1,170
P-Model	261
Pickups	10,390
S15/Sonoma	4,801
S15 Jimmy	3,704
Safari	5,970
Suburban	3,732
Vandura/Rally Vans	0
Total GMC	**30,702**
Silhouette	1,090
Bravada	501
Total Oldsmobile	**1,591**
Pontiac Trans Sport	**5,787**
GENERAL MOTORS	**127,848**
TOTAL TRUCKS, U.S.	**362,690**
TOTAL U.S.-CANADA CAR & TRUCK PROD.	**1,116,423**

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 7/13-7/18/92	Actual 7/6-7/11/92	7/1 7/18	Year 1/1-7/18/92	Year 1/1-7/20/91
Concorde (Can.)	0	0	8	14	0
LeBaron J	1,350	1,576	3,690	33,865	18,697
New Yorker	0	200	357	9,123	4,773
Fifth Avenue	0	995	1,629	21,470	20,697
Imperial	0	0	41	2,760	4,563
Town & Country (trk.)	50	639	1,013	9,044	1,936
Total Chrysler Div.	**1,400**	**3,410**	**6,738**	**76,276**	**50,666**
Sundance	0	0	581	31,318	27,087
Acclaim	1,250	1,591	3,644	43,236	48,338
Voyager (trk.)	2,000	1,883	4,775	54,613	53,219
Voyager (Can. trk.)	0	0	1,200	69,444	59,174
Total Plymouth	**3,250**	**3,474**	**10,200**	**198,611**	**187,738**
Intrepid (Can.)	190	9	284	340	0
Daytona	0	0	0	6,874	4,936
Shadow	0	0	1,103	52,213	32,253
Dynasty	0	1,960	3,118	47,342	66,450
Spirit	1,350	1,758	3,921	42,151	43,369
Viper	10	6	18	77	0
Monaco (Can.)	0	0	0	0	5,343
Caravan (trk.)	2,875	2,583	6,646	71,615	62,786
Caravan (Can. trk.)	0	4	1,271	92,064	79,571
Caravan C/V (trk.)	25	15	52	1,889	2,109
Caravan C/V (Can. trk.)	0	0	0	4,395	11,834
Dakota (trk.)	0	2,871	4,508	77,045	46,353
Ram pickup (trk.)	0	279	831	32,093	46,319
Ram wagon (Can. trk.)	0	300	515	13,204	12,647
Ram van (Can. trk.)	0	1,519	2,268	37,837	23,310
Total Dodge	**4,450**	**11,304**	**24,533**	**479,139**	**437,286**
Vision (Can.)	435	197	733	800	0
Premier (Can.)	0	0	0	0	5,630
Cherokee (trk.)	2,625	2,089	4,714	71,675	69,622
Comanche (trk.)	0	0	0	915	2,827
Grand Cherokee (trk.)*	0	1,658	2,613	36,443	1,560
Briarwood (trk.)	0	0	0	325	1,451
Wrangler (trk.)	0	0	0	0	0
Wrangler (Can trk.)	0	0	0	29,026	32,181
Total Jeep-Eagle	**3,060**	**3,944**	**8,060**	**139,184**	**113,271**
Total U.S. car	**3,960**	**8,086**	**18,100**	**290,429**	**271,083**
Total Can. car	**625**	**286**	**1,025**	**1,154**	**10,973**
Total U.S. truck	**7,575**	**12,017**	**25,153**	**355,657**	**288,182**
Total Can. truck	**0**	**1,823**	**5,254**	**245,970**	**218,717**
CHRYSLER CORP.	**12,160**	**22,132**	**49,532**	**893,210**	**788,955**
Escort	5,767	0	5,767	97,588	107,174
Mustang	0	0	0	50,762	42,542
Tempo	3,443	0	3,443	73,209	59,795
Tempo (Can.)	0	0	1,617	68,392	60,003
Taurus	9,372	0	9,372	211,343	180,717
Thunderbird	2,156	0	2,156	48,094	42,635
Crown Victoria (Can.)	0	2,925	4,444	61,262	47,829
Aerostar (trk.)	4,085	0	4,085	98,918	87,116
Bronco (trk.)	725	0	725	12,707	7,881
Explorer (trk.)	6,454	0	6,454	166,040	144,625
Mazda Navajo (trk.)	5	0	5	2,987	5,871
Econoline (trk.)	4,196	0	4,196	104,988	73,430
Heavy (trk.)	952	0	952	24,383	18,953
Light truck (trk.)	6,291	0	6,291	238,142	157,772
Light truck (Can. trk.)	0	0	1,478	76,328	51,760
Ranger (trk.)	1,658	0	1,658	152,046	136,947
Total Ford Division	**45,104**	**2,925**	**52,644**	**1,467,189**	**1,225,050**
Topaz	1,353	0	1,353	32,312	26,611
Topaz (Can.)	0	0	667	27,240	19,184
Cougar	1,300	0	1,300	31,512	31,724
Sable	3,062	0	3,062	69,944	59,022
Grand Marquis (Can.)	0	3,081	4,426	58,025	48,947
Mercury Villager (trk.)	383	0	383	2,631	0
Nissan Quest (trk.)	269	0	269	1,541	0
Total Mercury	**6,367**	**3,081**	**11,480**	**223,205**	**185,488**
Continental	843	0	843	20,765	30,378
Mark VII	0	0	0	2,375	5,315
Town Car	2,529	0	2,529	62,217	71,478
Total Lincoln	**3,372**	**0**	**3,372**	**85,357**	**107,171**
Total L-M Division	**9,739**	**3,081**	**14,852**	**308,562**	**292,659**
Total U.S. car	**29,825**	**0**	**29,825**	**700,121**	**657,391**
Total Can. car	**0**	**6,006**	**11,174**	**214,919**	**175,963**
Total U.S. truck	**25,018**	**0**	**25,018**	**864,383**	**632,595**
Total Can. truck	**0**	**0**	**1,478**	**78,328**	**51,760**
FORD MOTOR CO.	**54,843**	**6,006**	**67,496**	**1,795,751**	**1,517,709**
Skylark	688	727	2,125	34,413	27,510
Century	189	2,294	3,604	48,903	52,517
Regal (Can.)	2,500	2,446	6,465	59,776	70,365
Riviera	191	382	705	7,246	13,472
Park Avenue	1,330	1,513	3,546	34,770	63,464
LeSabre	3,710	4,271	10,013	93,768	28,646
Roadmaster sedan	1,130	1,109	2,643	25,325	13,592
Roadmaster wagon	120	199	414	6,657	16,124
Reatta	0	0	0	0	1,206
Total Buick	**9,858**	**12,941**	**29,515**	**310,858**	**286,896**
Eldorado	310	631	1,230	21,275	6,480
Seville	690	1,388	2,741	31,116	14,077
Brougham	0	0	0	2,170	10,647
DeVille	0	0	824	64,013	82,122
Allante	64	64	159	1,099	1,753
Total Cadillac	**1,064**	**2,083**	**4,954**	**119,673**	**115,079**
Cavalier	4,524	4,879	9,405	127,664	150,645
Camaro	1,606	1,898	4,287	40,806	29,891
Corsica-Beretta	4,160	4,250	10,608	116,140	150,243
Lumina (Can.)	5,050	5,034	13,016	139,106	130,424
Caprice	2,565	3,917	8,208	70,753	78,711
Corvette	384	480	1,086	12,556	12,752
Astro (trk.)	2,809	2,347	6,654	85,327	49,605
Blazer (trk.)	367	494	1,226	13,596	4,715
Lumina APV (trk.)	1,083	1,354	3,092	27,299	24,541
Mediums (trk.)	194	212	510	4,001	778
P-model (trk.)	618	498	1,403	14,227	11,482
Pickup (trk.)	6,573	5,894	15,650	154,841	163,673
Pickup (Can. trk.)	2,700	2,737	7,164	106,484	79,181
S10 (trk.)	5,168	3,952	11,277	106,635	147,554
S10 Blazer (trk.)	2,332	2,936	6,428	74,237	17,254
Sportsvan (trk.)	0	0	0	11,405	24,536
Sportsvan (Can. trk.)	1,240	1,237	3,244	43,989	30,523
Suburban (trk.)	1,118	1,063	2,915	29,919	16,360
Total Chevrolet	**42,491**	**43,182**	**106,175**	**1,178,985**	**1,122,868**
Achieva/Calais	2,214	2,898	6,345	71,233	34,616
Cutlass Ciera	259	2,981	4,735	74,086	47,269
Cutlass Ciera (Can.)	0	0	0	0	41,128
Cutlass Supreme	1,314	0	2,478	47,378	62,516
Toronado	0	6	54	3,280	2,815
Eighty Eight	1,282	1,443	3,418	41,158	39,405
Custom Cruiser wag.	0	0	0	1,927	5,458
Ninety Eight	0	0	194	17,540	45,690
Silhouette (trk.)	227	294	655	8,938	13,067
Bravada (trk.)	164	82	269	7,166	9,802
Total Oldsmobile	**5,460**	**7,704**	**18,149**	**272,706**	**301,766**
Sunbird	1,706	1,834	3,543	52,641	69,372
Grand Am	6,866	6,489	15,832	144,949	87,061
Firebird	594	762	1,628	14,567	9,962
Grand Prix	2,653	2,522	6,412	64,760	60,160
Pontiac 6000	0	0	0	0	19,603
Bonneville	2,330	2,613	6,217	57,068	28,802
Trans Sport (trk.)	1,226	1,588	3,546	24,683	16,077
Total Pontiac	**15,377**	**15,808**	**37,178**	**358,668**	**291,037**
Yukon-Jimmy (trk.)	212	171	452	4,152	1,291
Medium (trk.)	352	350	868	12,257	921
P-model (trk.)	85	47	459	1,919	1,608
Pickup (trk.)	2,764	1,595	5,309	59,755	73,185
Pickup (Can. trk.)	1,020	1,016	2,731	39,017	30,800
Syclone-Sonoma (trk.)	1,261	859	2,718	28,018	34,967
Typhoon-S15 Jimmy (trk.)	650	946	1,894	23,470	6,515
Safari (trk.)	900	736	2,201	35,171	21,460
Suburban (trk.)	725	756	1,906	18,557	13,921
Vandura (trk.)	0	0	0	5,803	11,208
Vandura (Can. trk.)	570	567	1,472	19,516	13,283
Total GMC	**8,539**	**7,043**	**20,010**	**247,635**	**209,159**
Total Saturn†	**5,340**	**5,339**	**13,882**	**114,391**	**45,089**
Total U.S. car	**46,221**	**54,889**	**126,338**	**1,443,652**	**1,311,670**
Total Can. car	**7,550**	**7,480**	**19,481**	**198,882**	**241,917**
Total U.S. truck	**28,828**	**26,174**	**69,434**	**751,376**	**664,520**
Total Can. truck	**5,530**	**5,557**	**14,611**	**209,006**	**153,787**
GENERAL MOTORS	**88,129**	**94,100**	**229,864**	**2,602,916**	**2,371,894**
Can. car	1,500	1,800	4,404	61,342	64,270
Can. trk.	1,000	1,100	2,772	37,906	28,673
CAMI†	**2,500**	**2,900**	**7,176**	**99,248**	**92,943**
DIAMOND-STAR†	**2,138**	**2,123**	**4,558**	**80,798**	**85,868**
Civic	2,165	1,656	3,821	52,989	50,009
Civic (Can.)	2,200	2,000	4,200	60,120	58,973
Accord	7,440	5,704	13,144	208,212	196,198
Total U.S. car	**9,605**	**7,360**	**16,965**	**261,201**	**246,207**
Total Can. car	**2,200**	**2,000**	**4,200**	**60,120**	**58,973**
HONDA	**11,805**	**9,360**	**21,165**	**321,321**	**305,180**
HYUNDAI Sonata (Can.)	**0**	**0**	**12**	**6,755**	**16,450**
AUTO ALLIANCE†	**2,775**	**3,751**	**6,526**	**48,869**	**86,106**
U.S. trk.	900	0	1,655	35,835	40,205
Can. trk.	100	0	208	4,691	3,951
NAVISTAR	**1,000**	**0**	**1,863**	**40,526**	**44,156**
Altima	448	113	561	561	0
Sentra	2,310	1,834	4,144	67,423	72,649
Pickup (trk.)	2,754	2,177	4,931	70,634	71,478
NISSAN	**5,512**	**4,124**	**9,636**	**138,618**	**144,127**
Geo Prizm	1,260	1,287	3,316	48,062	55,001
Toyota Corolla	2,000	2,028	5,265	65,596	59,986
Toyota Pickup (trk.)	1,450	1,414	3,713	31,898	0
NUMMI	**4,710**	**4,729**	**12,293**	**145,556**	**114,987**
Legacy	1,146	0	1,804	31,975	31,074
Pickup (trk.)	566	0	848	12,680	0
Rodeo (trk.)	914	0	1,442	22,738	0
Total U.S. car	**1,146**	**0**	**1,804**	**31,975**	**31,074**
Total U.S. trk.	**1,480**	**0**	**2,290**	**35,418**	**28,830**
SUBARU-ISUZU	**2,626**	**0**	**4,094**	**67,393**	**59,904**
Camry	4,900	4,584	9,484	131,208	119,956
Corolla (Can.)	1,200	1,146	3,052	40,813	38,199
TOYOTA	**6,100**	**5,730**	**12,536**	**172,021**	**158,155**
VOLVO 740,940 (Can.)	**150**	**150**	**336**	**3,871**	**4,965**
AM GENERAL (trk.)	**300**	**300**	**780**	**10,200**	**11,250**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**4,992**	**65,280**	**74,020**
Total U.S. car	**106,588**	**86,055**	**226,885**	**3,169,095**	**2,996,991**
Total Canada car	**13,225**	**10,788**	**43,684**	**587,856**	**611,710**
Total U.S.-Canada Car	**119,813**	**104,843**	**270,569**	**3,757,751**	**3,608,701**
Total U.S. truck	**70,225**	**44,002**	**137,965**	**2,160,681**	**1,811,080**
Total Canada truck	**6,630**	**8,480**	**24,324**	**573,901**	**456,888**
Total U.S.-Canada truck	**76,855**	**52,482**	**162,290**	**2,734,582**	**2,267,968**
TOTAL U.S.	**176,813**	**130,057**	**364,850**	**5,330,576**	**4,808,071**
TOTAL CANADA	**19,855**	**27,268**	**68,008**	**1,161,757**	**1,068,598**
TOTAL U.S.-CANADA CAR & TRUCK	**196,668**	**157,325**	**432,858**	**6,492,333**	**5,876,669**

*Estimate
**1991 figures reflect Grand Wagoneer production.
†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
Source: Automotive News Data Center.

41 plants are idle this week

GWENDOLYN ZONGHETTI
Special Correspondent

Forty-one car and truck assembly plants in the United States and Canada will be idle this week — 33 for vacations and eight for model changeovers.

This week's vacation schedule includes all 31 General Motors assembly plants in the two countries. The GM plants also will be down next week, and all but five will return to work Aug. 3.

Last week's estimated car assembly in the United States was 106,588, up 23.9 percent over the prior week, which included a contractual holiday. Output also was 15.3 percent over last year.

So far this year, U.S. carmakers have produced 3,169,895 autos, up 5.8 percent over 1991.

Canadian automakers scheduled 13,225 cars last week, down 29.6 percent from the prior week and 24.5 percent below the corresponding 1991 week.

Year-to-date Canadian car production is 587,856, a 3.9 percent decline from 1991.

U.S. truck producers built 70,225 vehicles last week, a 59.6 percent jump above the prior week, but a 2.3 percent fall from the year-ago week.

Year-to-date U.S. truck production is 2,160,681, up 19.3 percent over 1991.

Truck production in Canada last week was 6,630, down 21.8 percent from the prior week, but up 1.5 percent over last year.

So far this year, Canadian truck producers have assembled 573,901 units, an increase of 25.6 percent over last year.

Last week's estimated daily build rate of cars and trucks in the United States and Canada was 39,334, three more during the prior four-day week. The daily build rate was 4.4 percent above the year-ago week.

At the end of the two-week vacation, General Motors' Willow Run, Mich., plant will be down an additional three weeks due to high inventories.

The plant in Doraville, Ga., will be down an additional two weeks to adjust inventories, and the Pontiac, Mich., facilities will be down one extra week for the same reason.

GM's Orion Township, Mich., and Detroit-Hamtramck plants will be idle an extra week after the vacation for model changeover.

The Lordstown, Ohio, van facility worked its second weekend of overtime last week to fill dealer orders.

GM's Janesville, Wis., facility worked overtime last Friday.

Ford Motor Co. slated daily overtime last week at two car plants and two truck plants:

The car plants are Atlanta and Chicago. The truck plants are Louisville, Ky. and St. Louis. The Kansas City. Mo., car and truck plant also worked daily overtime.

Chrysler Corp. has scheduled overtime today at the Sterling Heights, Mich., car plant and the Toledo, Ohio, truck plant.